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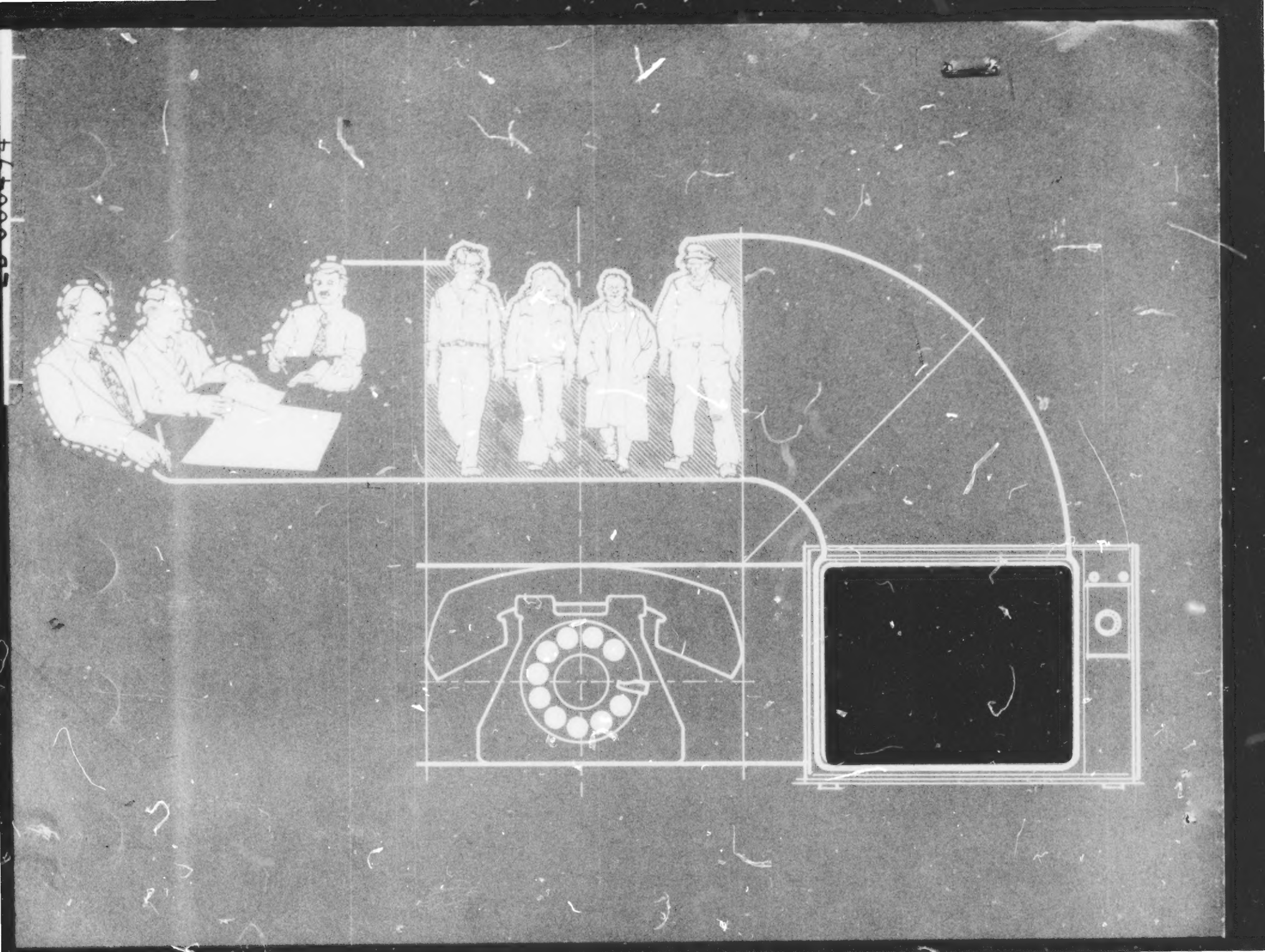
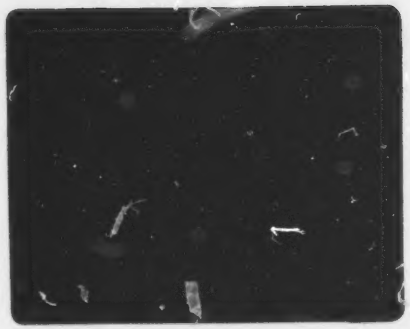
ABSTRACT

An experimental project sought to build a replicable model of a viewer-active television simulation. Other educational goals were to 1) increase citizen concern for environmental factors and land use in Maine; 2) disseminate information on land use agencies; 3) illuminate the citizen's role in public planning; and 4) develop new patterns of problem solving. Five hour-long television programs were broadcast, each of which presented alternatives for the use of a simulated parcel of Maine land. Viewer and leader guides and a land use game were supplied at no cost to viewers who requested them and after each program viewers voted on alternative uses of land via toll-free phone lines. Post-program survey results indicated that viewers of the simulation programs; 1) became better informed about land use issues; 2) developed an appreciation for the complexity of environmental problems 3) began to debate more actively about land use; and 4) had positive feelings about the worth of the simulation. It was concluded that such television simulations were useful instruments of public education and policy-making. (PB)





A BLUEPRINT FOR A TELEVISION ENVIRONMENTAL SIMULATION PROJECT: "THE LAND & ME."

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U.S. Office of Education: Environmental Education Act
Maine Public Broadcasting Network

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THIS BOOK IS A BLUEPRINT FOR A TELEVISION ENVIRONMENTAL SIMULATION PROJECT: **"The Land & Me."**

SUMMARY

"...1) to use television to increase community awareness and to educate the people of Maine about the most pressing environmental issue in the state, and 2) to build a model of a viewer-active television simulation for replication..."

These were the objectives of the Maine Public Broadcasting Network's Environmental Simulation Project. This book is a blueprint of the model for replication.

The project staff involved as many people and agencies as possible while researching potential topics. The research indicated that land use was the most pressing environmental issue in Maine in 1973.

Thus, the subject of a television series, the major component of the project, was determined. The result was "The Land and Me," a five-hour television simulation series that was viewer-active — to heighten the sense of involvement in the viewing public.

Viewer Guides, Leader Guides, Eco-Acres games and abstracts of Maine Land Laws were designed to supplement the telecasts. Their wide dissemination contributed substantially to the participation of the general public in the telecast and also encouraged public involvement in the actual land use problems in the state.

"The Land and Me." series was produced during the summer of 1973 and was broadcast weekly the following October. Audience response was monitored carefully by 1) before and after written evaluation from viewers who requested printed materials prior to the broadcasts and 2) telephone company analysis of phone calls processed during the viewer/phone/voting period in each of the first three broadcasts.

The information gleaned from the components of the Environmental Simulation Project — programs, research, auxiliary aids, voting, evaluation, etc. — has been carefully reviewed and outlined by the staff, the results form the body of this book.

SUMMARY FACTS ABOUT THE MPBN ENVIRONMENTAL VIEWER ACTIVE TELEVISION PROJECT

TV Series Title: "The Land and Me."

Produced By: The Maine Public Broadcasting Network
Alumni Hall
University of Maine
Orono, Maine 04473

Funded By: U.S. Environmental Protection Agency

U.S. Office of Education: Environmental Education Act

Maine Public Broadcasting Network

PURPOSE OF SERIES:
In the face of the ever increasing environmental complexities, it is apparent that the existing level of understanding is in need of improvement. MPBN's Environmental Simulation Project treated what it considered the most prevalent environmental issue in the state of Maine, land use.

Land use refers, quite simply, to how a particular tract of land is used or not used at a given time. The specific use of a tract of land deeply influences the social organism where the land is located. Conversely the social organism can, to a degree, influence how the land is to be used. The process of land use is, then, a dynamic one involving a by-play of many private and public agencies. The land use and settlement pattern problems in Maine seem particularly appropriate and timely due to pending legislation and also the Maine's indigenous land character which is in sharp contrast to the sprawling BosWash industrial corridor.

The educational purposes were fourfold: (1) the dissemination of information regarding agencies concerned with land use; (2) the place of the citizen in planning for the future; (3) the need for new thinking patterns to resolve a highly complex problem; and (4) the increase of citizen concern for environmental factors in general and regarding land use, specifically.

FORMAT:
The series consisted of five hour-long programs each of which progressively presented alternatives for the use of a simulated, but realistic piece of Maine land. At the conclusion of each program, viewers were asked to make decisions about the proposed use of the land. This televised "simulation" activated the viewing audience to vote and depended on the results of the vote for the progress of the series. After participating in the TV program, viewers gained insight into the complexity and the environmental implication of how Maine's lands are used and of the processes that determine these uses.

AUXILIARY AIDS:

Viewer Guides
Well-researched manuals were prepared and printed for use both in schools (for teachers and students) and at home. The guides include introductions to each program; an introduction to land use problems; a profile of Maine, including statutes, statistical information, and environmental background materials; a list of regulatory agencies and their functions; a bibliography, and instruction about participation in the simulation and the voting process.

Leader Guides
In addition, a special Leader Guide was prepared and made available outlining possible group discussion topics and classroom uses of the programs within various disciplines; i.e., ecology, government/civics, sociology, economics, science/biology, etc.

VIEWER AND LEADER GUIDES WERE MADE AVAILABLE **AT NO COST** TO EACH VIEWER, STUDENT, TEACHER AND ORGANIZATION REQUESTING THEM.

"Eco-Acres" Game
A board game about land use entitled ECO-ACRES was developed to reveal many valid conflicting points of view which exist; it shows how these points of view can co-exist; and hence increases understanding of the land use problems. ECO-ACRES shows the complexity of the environmental issues and emphasizes the need for sound planning. ECO-ACRES was tested extensively in the classroom and is a viable teaching aid for

classes, civic groups, families, etc. The game was made available AT NO COST to those requesting it as long as the supply lasted.

TO REQUEST MATERIAL OR FOR FURTHER INFORMATION, CONTACT:

THE LAND AND ME.

Maine Public Broadcasting Network
Alumni Hall
University of Maine
Orono, Maine 04473
or call
(207) 866-4493

"..everybody needs land.."

"..yeah, and everybody pays taxes on it too.."

RESEARCH

The purpose was to develop FIVE hour long television programs and auxiliary materials around THE MOST PRESSING ENVIRONMENTAL PROBLEM IN THE STATE OF MAINE. The task, then, was to determine the issue to be treated and to develop sources to allow fair treatment.

CRITERIA

Grant proposal guidelines stipulated that the following topics be researched for possible treatment:

1. A four season recreational area
2. Solid waste disposal
3. Site location of an oil refinery
4. Subdivision housing developments
5. Lake pollution

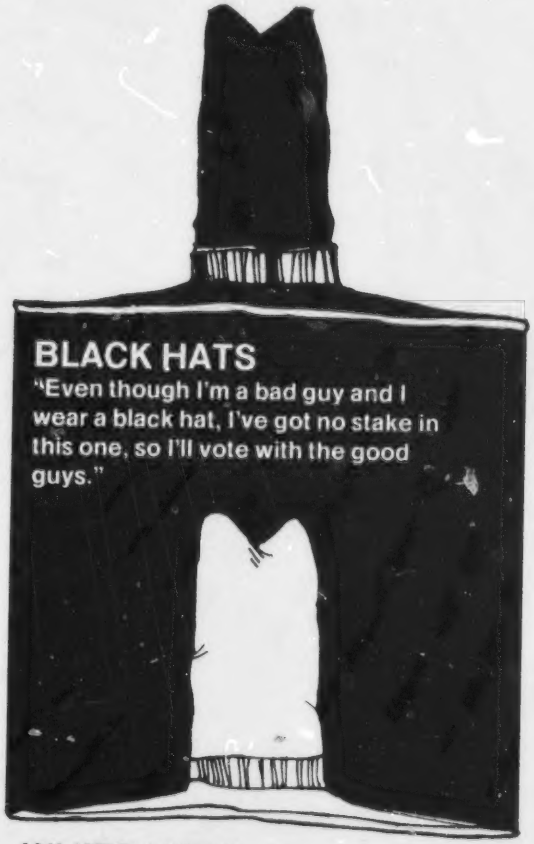
"....although if a more urgent topic seems to take precedence over these, the staff reserves the right to ADD it to the list to be considered....."

6. LAND USE was **added** because
   - it incorporated some of the above
   - because it seemed timely
   - because of pending legislation
   - because of recently enacted legislation
   - because of statewide appeal
   - because it seemed to fit the

CRITERIA for A VIEWER ACTIVE SERIES

The staff knew that the audience would ultimately be involved in the programs through a device at the end of each program that would allow them to make a decision and hence control the future development of the programs. If the audience was to make decisions, bias within the programs could not be allowed due to:

(see p. 10 for more on VIEWER ACTIVE)


BLACK HATS
"Even though I'm a bad guy and I wear a black hat, I've got no stake in this one, so I'll vote with the good guys."
WHITE HATS
"I certainly won't vote to pollute the lake. And I won't vote for the dump either. I'm a good guy—I only vote for good things."

SO THE STAFF . . .

DETERMINED THAT THE TOPIC MUST HAVE MANY DIFFERENT BUT EQUALLY VALID HATS.

"Sell the 'and? Why not sell the air, the clouds, the great sea?"
Tecumesh
"I don't care what they do as long as they don't do it on MY twenty acres!"
Maine farmer

"THE OWNERSHIP OF LAND IS THE GREAT FUNDAMENTAL FACT WHICH ULTIMATELY DETERMINES THE SOCIAL, POLITICAL, AND CONSEQUENTLY, THE INTELLECTUAL AND MORAL CONDITION OF A PEOPLE." Henry George

"We don't want Maine to look like New Jersey in five years."
Maine citizen

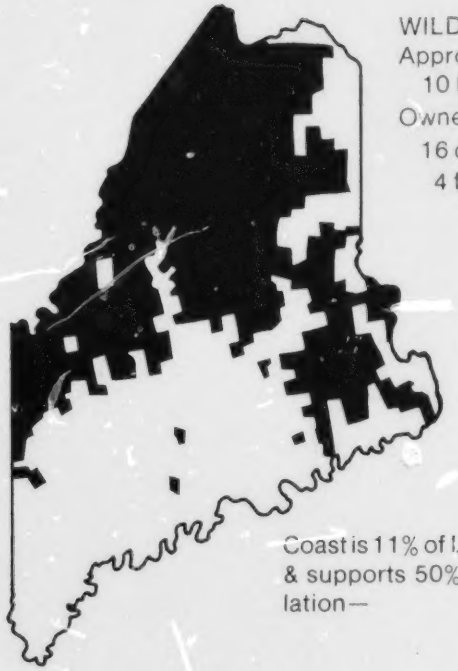
MAINE

LAND MASS: 20 Million Acres

PRIVATE OWNERSHIP	90%
STATE OWNERSHIP	2%
WATER SURFACE	8%

State resident population approximately 1,000,000 (1973)

Summer population approximately 5,000,000 (1972)



WILDLANDS
Approx:
10 MILLION ACRES
Owned By
16 corporations
4 families

Coast is 11% of Land mass & supports 50% of population—

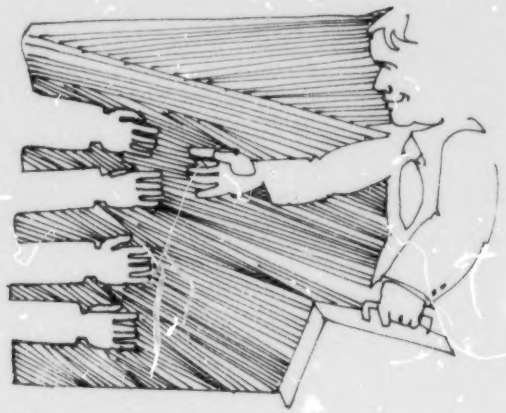
LAND VALUES IN MAINE INCREASE OVER 15% PER YEAR!

TIMETABLE for PRELIMINARY RESEARCH

JANUARY FEBRUARY	Two members of the staff devoted these two months to preliminary investigation of six topics. Research during these two months was conducted in two general categories:

SITTING RESEARCH

1. **Newspapers:** Bias of environmental weeklies and dailies checked against bias of industrial house organs for verification.
2. **Books:** Mostly for general, sweeping overview: **The Limits To Growth**, Meadows, et. al. for global picture of resource and population allocation. How does Maine fit in? Also books on Simulation Games. **Serious Games**, Abt.
3. **Laws:** Many environmental laws passed in Maine 1970-71, but not yet tested in the courts. Interpretation was difficult.
4. **Documents:** Topographical and demographic maps of state showed a diverse population: Northern/farmers, Coastal/resources and recreation, Western Mountain/recreation, Southern/dense population and industrialization.
5. **Agency Publications:** Descriptive materials on various state and private agencies involved in environmental issues. As resources, these were invaluable at production time. Agencies helpful in providing personnel and information.
6. **Documentary Films and Tapes:** A number of these (36 hours of tape on oil refinery hearing) helped to reveal subtle attitudes involved in environmental issues.



STANDING RESEARCH

1. **Legislative Process:** Several days in Augusta at State House watching hearings for PROCESS which was to be simulated in the programs. Meeting of principals involved and getting advice. Also getting a pulse of mood of people and legislature.
2. **Environmental Groups:** Many of these groups statewide trying to protect environment. Often they are at cross purposes with each other. Meeting principals, checking mood, attitude and function.
3. **Vested Interests:** Industrialists, large land owners often at odds with "Eco Freaks." The need for balance and lack of bias in treatment became more important. Industry very helpful in research, but not in production.
4. **Classes:** Attendance at various educational conference and classes to check mood and needs of teachers. Also, class on simulation games as instrument of learning and to observe teachers use of game.
5. **Survey:** "How do you feel about Me.?" A statewide survey to check mood and information base of public. Results very important later when scripting. (see p.17)

INFORMATION PLEASE!

RESULTS RESULTS RESULTS

RESULTS RESULTS RESULTS

A twenty-eight page booklet of preliminary research on the six topics, a list of guidelines and recommendations from the staff to:

ADVISORY COMMITTEE

UNIVERSITY OF MAINE

February 7, 1973

Mr. Dean Bennett, Director
Maine Environmental Education Project
Intermediate School
McCartney Street
Yarmouth, Maine 04096

Dear Mr. Bennett:

We are delighted that you have agreed to become a member of the Reading/Advisory Council for our Environmental Education Simulation program series. We are confident that sharing your background and knowledge as a journalist will add another important dimension to the series.

As you know, we have spent the past few weeks in preliminary research of various topics for the series including Land Use, Solid Waste Disposal, Subdivision Housing, Four Season Recreation Area and Oil Site Selection.

We have enclosed a booklet containing the reports of our preliminary research and also guidelines outlining the goals of the project and the basic ground rules for television simulation games. As we progressed with our research, we formed some opinions about what topics we should consider most seriously, both because of their anticipated timeliness and, our broadcast time, and because the topics are more suitable to the multi-faceted decision-making aspects of the simulation.

However, we would like to stress that the recommendations made in the attached booklet are not final decisions by any means. We are sincerely seeking your thoughts not only to the topics we have considered, but seek your recommendations about other topics that perhaps should be considered. In other words, we would like you to share your knowledge of the current environmental problems with us as well as what you project will be one of the urgent problems of the future.

We appreciate you taking the time to review the enclosed materials and commenting on them. We look forward to hearing from you either by mail or phone within the next week or ten days.

Again, thank you for joining our Advisory Council. We look forward to meeting you in the near future and to discussing the project with you from time to time during the next few months. Meantime, please feel free to contact me at any time on our incoming WATS line at 800-432-7831.

Sincerely,

George Pappas, Director
Environmental Education Project

GP/jr

MAINE PUBLIC BROADCASTING NETWORK • ALUMNI HALL
UNIVERSITY OF MAINE ORONO 04473 • TEL (207) 581-7551

mpbn

READERS Criteria for Selection

"You're only as smart as who you can listen to..." The staff sought initial advice on topic selection from members of the Advisory Committee who were asked to read the preliminary research. All readers:

1) Had an intimate knowledge of environmental problems throughout the state
2) Were involved in these problems, not as specialists, but as representatives of a larger sector of the population
3) Would be able to look at the researched topics in terms of a programming need within a general audience.

Using the above criteria, the following reader representations were sought:

1) A journalist
2) An educator
3) An environmentalist
4) A government representative

And the positions were filled by:

1) John N. Cole, Editor, **Maine Times**
2) Dean Bennett, Project Director, Maine Environmental Education Project
3) William R. Adams, Jr., Director, Department of Environmental Protection
4) Ezra James Briggs, State Representative, Caribou, Aroostook County

PURPOSE of the Readers:

These people were to read the research carefully and to make recommendations to the staff on the topic to be treated. At no time were the readers to dictate, but rather they were to inform the staff and steer them to additional sources. The committee unanimously endorsed land use as the topic to be treated.

FROM CONVERSATIONS WITH COLE & BRIGGS:

Cole: People think the answer to land protection is in private ownership, when in fact this concept is disappearing right before their very eyes. Regulations and restrictions from towns and the state may not appear to affect private ownership, but in fact they do limit the meaning of the word "private". All land is, in fact, PUBLIC.

Briggs: There is a quaint concept in Maine that anyone who owns land is entitled to its unbridled destruction. Now, this idea has got to pass!

Cole: New ways of thinking must be emphasized to get away from a rehash of the old problems. New options should be presented to viewers so they really have something to vote on.

Briggs: This is a critical generation. Either we will decide on policies that will reflect intelligent use of land, or else we will unwittingly create more havoc for our successors.

CRITERIA

Once the topic of land use had been selected by the staff in conjunction with the reading committee, EXPERTS in the field were invited to join the Advisory Committee:

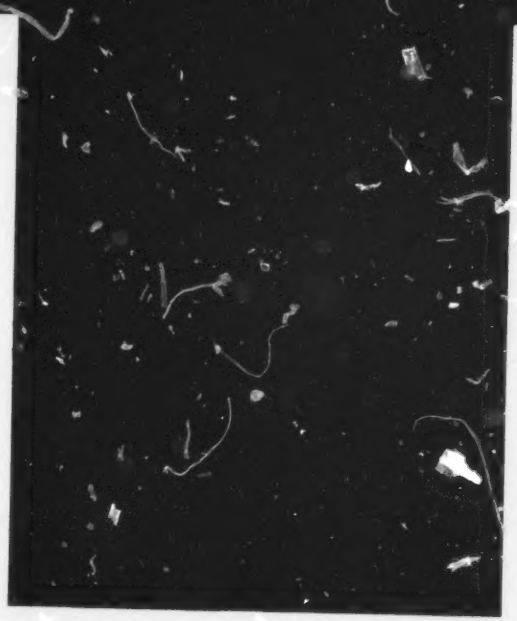
1) The experts COLLECTIVELY had to represent a wide base of knowledge
2) Each expert was selected on his/her technical and sometimes highly specialized knowledge base—i.e., a soils engineer
3) Statewide representation was sought as

land use problems in southern Maine might be quite different than those in the northern part of the state; land use problems inland might be quite different from those on the coast, etc.

4) Regarding land use, both private interest and the public interest had to be fully represented. THE CENTRAL CONFLICT IN THE LAND USE PROGRAMS WAS TO EMERGE AS:

PUBLIC INTEREST vs. PRIVATE INTEREST

Therefore the staff called on experts from many diverse sources:



PRIVATE INTEREST Agencies	PUBLIC INTEREST Agencies
Scott Paper Company	Department of Forestry
Sam Ely Land Trust	Attorney General's Office
Aqua-Terra Realtors	University of Maine (Several Departments)
Environmental Engineering Services, Inc.	Land Use Regulation Commission
Fischer Porter Corp. (Engineering)	Board of Environmental Protection
Stull Associates (Architects)	Natural Resources Council
James W. Sewall Co. (Foresters)	Congress of Lake Associations Natural Resources Committee
Seven Islands Land Co. (Timber Lands)	State Planning Office
J. M. Huber Corporation (Timber & Recreational Land Management)	State Department of Parks and Recreation
	Department of Inland Fisheries and Game

DO'S & DON'T'S

When considering the development of an Advisory Committee,

DO: a) Get advice from as many **selected** experts representing as many points of view as possible

b) Get third and fourth opinions when conflicting information shows up

c) Use advisory experts as leads to performers, panelists, promotion people, etc., and also to sources of information.

DON'T: a) Feel it is necessary to get advice from everybody. Too many are more than willing to help

b) Try to put all the information you get into a story line. Develop the conflicting points of view

c) Allow the advisors to "write" your story for you

UNIVERSITY OF MAINE
INTER-OFFICE MEMORANDUM

To: File
From: Grayce
Re:
Date: 26 Feb 73

Called Jim Briggs today and asked him if he would be available for discussion some time tomorrow when GP & EC would be in Augusta for Hearing on LD 578: Act repealing law regulating land subdivision.

Bill is being heard by Briggs' committee and he suggested we have a cup of coffee afterward.

In addition to memo in file of his telephone conversation with EC he had the following thoughts on preliminary research materials.

Wording of land use research is too complex...should be written more simply.

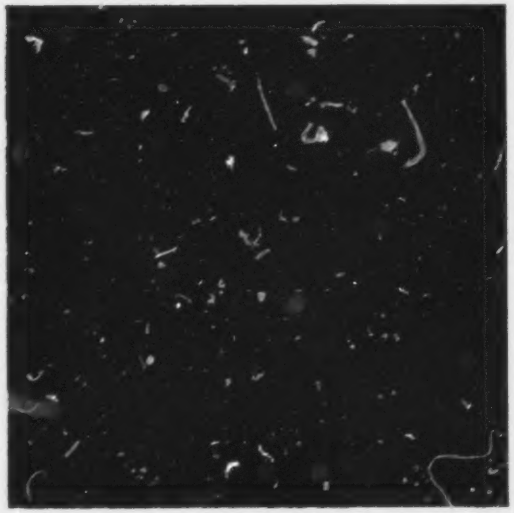
Land use in Maine means LURC and has connotation of unorganized land.

Discussed "quaint" (his word) concept in Maine of "Anyone who owns land has right to use it as he pleases..destroy it, etc., at will because it is his land."

Also plan to see printers for game estimates at EVdB's request for grant proposal for 1 March 73.

sim.u.la.tion n. the representation of a system by a device that imitates the behavior of the system.

game n. a situation involving opposing interests given specific information and allowed a choice of moves with the object of maximizing their wins and minimizing their losses.



SIMULATION GAME

"But a simulation, or simplified representation of reality, is always involved in a game, and the game itself becomes an active, dynamic, and changing learning environment."
Serious Games, Clark C. Abt

A simulation is a working model of an actual process which puts players in active/participating roles.
Among the essential qualities of simulation are:

1. Player is participant, not just a spectator
2. Simulation presents some aspects of player's own reality

.."He has a vested interest in the problem."

---

3. Simulation offers player two or more **valid** and **ethically correct** choices to resolve conflict.
4. Player must act within constraints of simulation, making decisions and playing according to results of decisions.

TELEVISION SIMULATION GAME "THE LAND AND ME."
A "dramatized documentary" that parallels two of the existing diametrically opposed land use alternatives in Maine.

FORMAT:
The format of the series consisted of five hour-long television programs each of which progressively presented alternatives for the use of a 'simulated' (see map in Viewer Guide, p. 5), but realistic piece of Maine land. At the conclusion of each program, the viewers were asked to vote on the uses of the land and phone in a vote. By voting and expressed preferences after considering the issues, TViewers hopefully gained insight into the complexities, environmental implications and legal constraints of how Maine's lands are used and of the processes that determine these uses.

THE ISSUES
The principle issue explored is the dynamic relationship between man and land.
Players made decisions about

- land ownership
- zoning
- legislative control
- environmental impact.

Players explored implications of

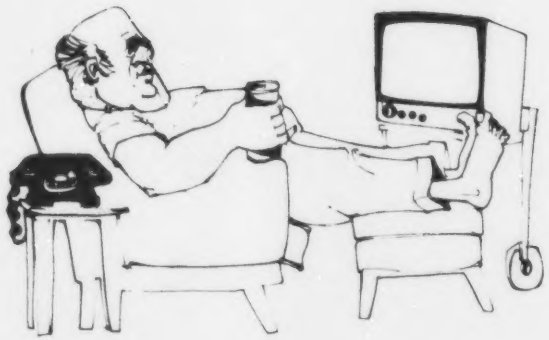
- lifestyle
- economics
- reality of existing situations
- divergent points of view
- current decision on future land use.

VIEWER ACTIVE TELEVISION

Tel-a-view

FEEDback

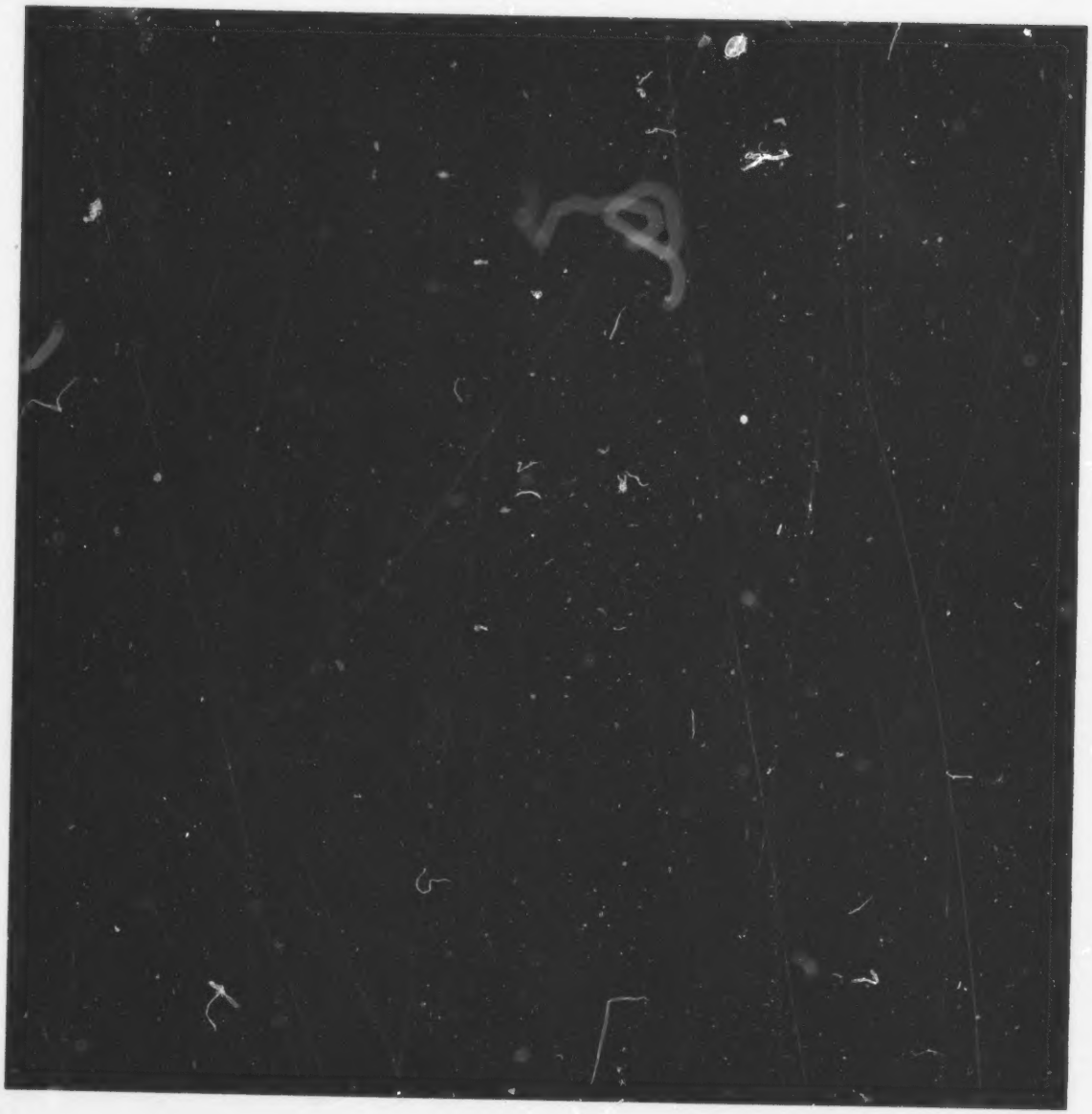
Television Viewer Response System



Viewer Active programming means that the viewer's status is altered from passive recipient to active participant.

Through the use of the home viewer's existing telephone and an especially designed apparatus in the television studio, the viewer is able to vote directly on issues raised in the program. The collective vote of the audience affects the direction of the next program.

At the end of Program I of "The Land and Me," the audience was asked to make a decision.



The viewer, in this instance, was asked to become involved in the process and problems of land ownership. In casting a vote for a particular owner, the viewer was at once expressing a preference and simultaneously assuming a role:

WELL, I'M FOR THE LAND TRUST BECAUSE THEY'LL GIVE PEOPLE A CHANCE. GIVE ME THE PHONE.
I'LL VOTE FOR THE DEVELOPER. HE'S GOT MONEY AND HE AIN'T GOIN' TO LET ANYBODY PUSH HIM AROUND.
"THE LAND AND ME."
AW, YOU BLEEDIN' HEART LIBERAL. YOU MAKE ME SICK. YOU KNOW THEY JUST RAISE YOUR TAXES. WE NEED JOBS.
I'LL DO THE VOTIN'. GIMME THE PHONE.
THE PEOPLE OF MAINE HAVE VOTED TO HAVE THE LAND TRUST BUY THE CRYSTAL LAKE REGION . . .

I'M SO GLAD...
THEY MUSTA RIGGED THE VOTE. HAD ALL THEM ECO-FREAKS CALL IN.
YOU'RE NOT AN ECO-FREAK AND YOU CALLED IN.
SO, YOU WIN SOME AND YOU LOSE SOME... SO, WHAT'S THIS LAND TRUST ANYWAY?

In viewer active television, the viewer not only is involved in the content of the programs, but he becomes involved in the voting procedure as well. If the viewer *loses* against the collective vote, he has then to defend his position or possibly re-assess it. If the viewer votes with the majority and **wins**, then his position will be re-affirmed. In either case, the voting device in viewer active television requires that the viewer consider both sides of the issue before voting.

In addition to involving the viewer at two levels — program content and voting — the viewer active device lends the programs a sense of immediacy and urgency which could not be accomplished without the voting device.

THE ECO-ACRES GAME

"I'm a member of the Audubon Society. How do you expect me to try and get more snowmobile trails for the town?"

RATIONALE

Preliminary research had revealed Land Use to be the most pressing environmental issue in the state of Maine. Land Use also proved to be a multi-faceted issue. The DYNAMIC PROCESS to be explored in the televised simulation was the INTERFACING of many equally valid but conflicting points of view. A game seemed to be a good auxiliary aid for the televised series because:

1) Players could be involved in the critical process of Land Use without feeling threatened as they might in real life;
2) Players could experience many different points of view simultaneously and could adapt roles alien to their roles in everyday life;
3) Players could approach the game from a variety of disciplines and interests — i.e. the game process would not be alien to them;
4) A game is a simulation, and the television portion of the project was also a simulation (see p. 9)

WINNING!

"WHEN I PLAY A GAME, I PLAY TO WIN!"
"YES, BUT IF YOU WIN, THEN SOMEONE ELSE LOSES."
"YOU'RE DARN RIGHT!"
"BUT THAT'S NOT ALWAYS FAIR."
"MAYBE NOT, BUT THAT'S LIFE."
"IS IT REALLY?"

DEVELOPMENT

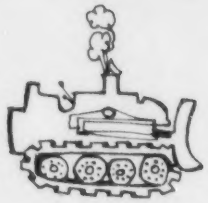
The overwhelming fact, after the first testing of the game, was that players wanted to win. They would immediately sieze upon any vehicle in the game that lent itself to winning. Land use is not necessarily a win-or-lose proposition. But, including MONEY in the initial game format resulted in the following attitude in the players:

I deal rather than IDEAL

Money, in limited quantity made the initial game one of acquisition rather than one of cooperation. Aggressive players dominated the game, passive players fell asleep. In short, players divided themselves into:

BULLS and DOZERS

While the staff wanted the game to reveal attitudes toward:



BULLDOZERS

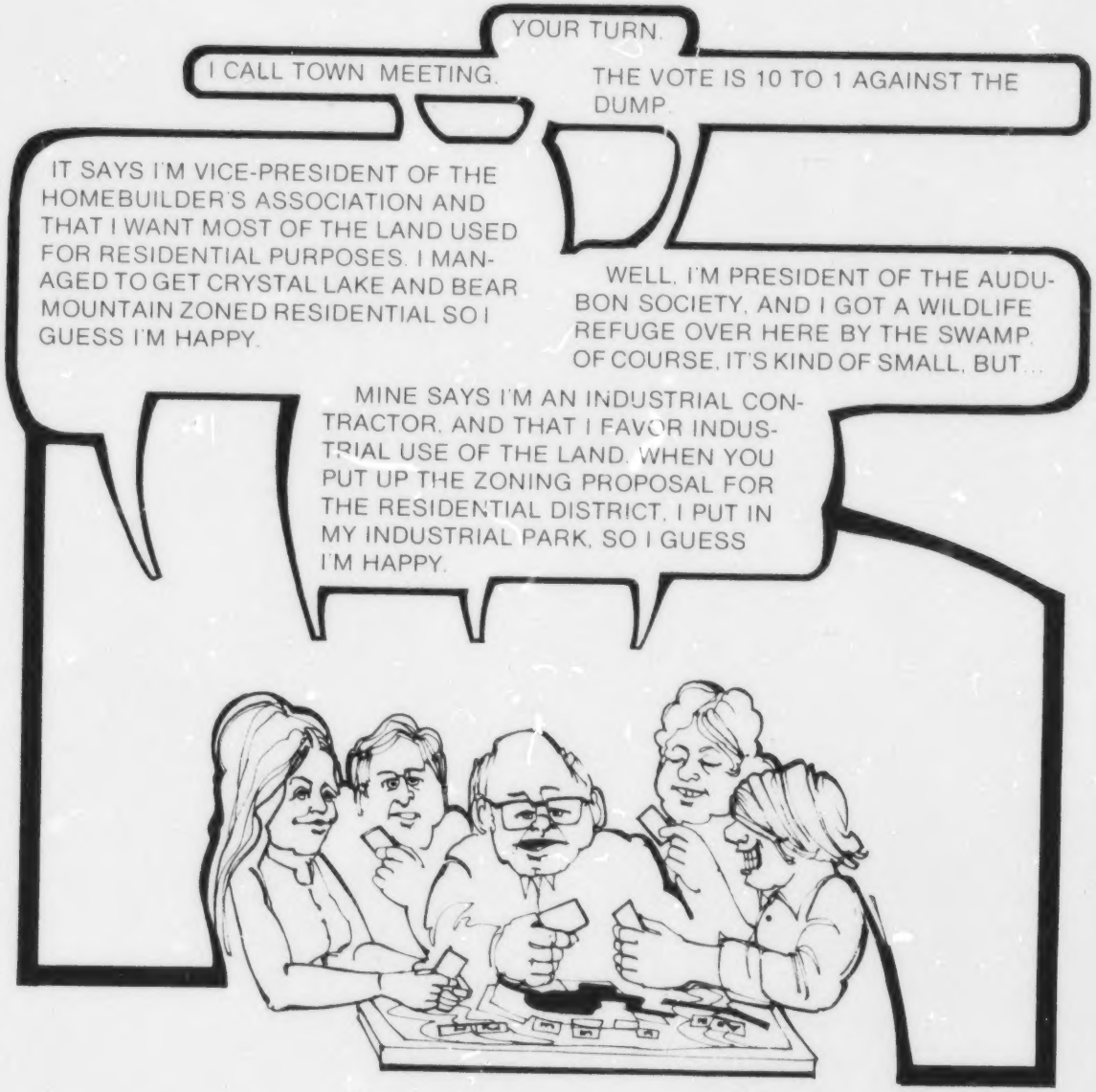
The staff had to develop a game in which players maximized gains and minimized losses, but not at the expense of other players. In short, a *cooperative* game had to be developed. Money had to be eliminated as a vehicle of play. In its place, some activity had to be substituted, one that would engage each player at intervals of no more than 60 seconds.

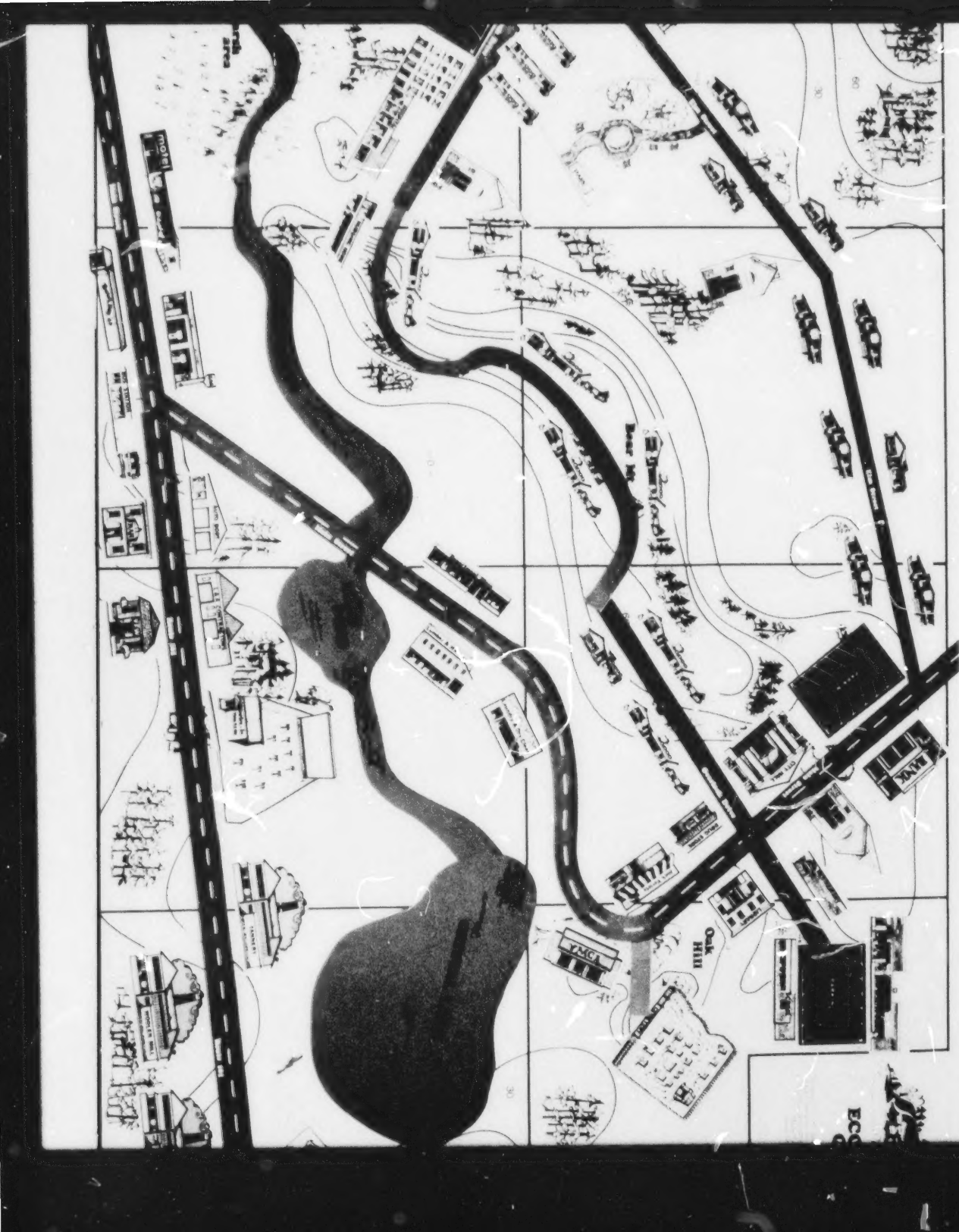
In addition, the players had to be involved *collectively* in the decision-making process.

The town meeting, a familiar and much coveted process in Maine life, became the forum in the game for debate and decision-making. Placing pieces on the board (houses, dumps, roads, schools, et. al.) become the vehicle for turns.

Voting at the town meeting became the method in the game of reaching cooperative compromise that would satisfy both the individual and the collective players in reaching their goals. Voting within the game was in keeping with voting in the televised simulation.

"The game ends when all pieces have either been put on the playing surface or else voted out through the town meeting. At this time each player reveals his affiliation card and discusses whether he was able to achieve the goals on the card and at the same time satisfy the needs of the community."


YOUR TURN.
I CALL TOWN MEETING.
THE VOTE IS 10 TO 1 AGAINST THE DUMP.
IT SAYS I'M VICE-PRESIDENT OF THE HOMEBUILDER'S ASSOCIATION AND THAT I WANT MOST OF THE LAND USED FOR RESIDENTIAL PURPOSES. I MANAGED TO GET CRYSTAL LAKE AND BEAR MOUNTAIN ZONED RESIDENTIAL SO I GUESS I'M HAPPY.
WELL, I'M PRESIDENT OF THE AUDUBON SOCIETY, AND I GOT A WILDLIFE REFUGE OVER HERE BY THE SWAMP. OF COURSE, IT'S KIND OF SMALL, BUT...
MINE SAYS I'M AN INDUSTRIAL CONTRACTOR, AND THAT I FAVOR INDUSTRIAL USE OF THE LAND. WHEN YOU PUT UP THE ZONING PROPOSAL FOR THE RESIDENTIAL DISTRICT, I PUT IN MY INDUSTRIAL PARK, SO I GUESS I'M HAPPY.



TESTING

Initial testing of the game was done at the Maine Public Broadcasting Network with members of the staff. Testing was a time-consuming but essential part of game development. Input from players testing a game is very helpful.

Once the game was refined to the degree that it would PLAY, it was taken outside to a simulation game class at the University of Maine for further testing. A member of the staff attended this class through the spring term for theory on games. The game was then taken to education conferences throughout the state for further testing. And finally, it was tested extensively in classrooms.

TIMETABLE

JANUARY FEBRUARY	Research game theory, develop objectives for game and test, test, test.
MARCH APRIL	More testing and refinement.
JUNE AUGUST	Prepare for printer. Artwork.

Printing and Packaging
To Print 10,000 Eco Acres Games Required:

10,000 9x12 White Open-Ended Envelopes
10,000 Sets of 15 Affiliation Cards
10,000 Game Sheets
10,000 Ea. Six Game Parts and Die Cuts
10,000 Ea. Rule Sheets
500 Man Hours of Collating

DISTRIBUTION

The games were distributed on request and free of charge statewide to schools, civic groups, planning boards, city planners, individual citizens, realtors, industrialists, newspapers, etc., etc.

The total cost for the Eco-Acres Game was $5,000 or $.50 a copy. Each game required five players minimum, so that the cost per person was $.10, only $.02 more than the cost of a postage stamp. Use the game for promotional as well as educational purposes.

DO'S & DON'TS

Printing, artwork and collating were expensive, complex and time consuming for the project staff. If the project seems to warrant a game as an auxiliary aid, be prepared to spend a great deal of time on it. The process of printing a game requires meticulous, detailed coordination among many people particularly the creators of the game, the artist and the printer. This kind of teamwork assures the faithful reproduction of the game concepts. It also gives the game the added dimension of utilizing to the fullest the expertise and facilities of a good printer and also the abilities of an artist who, because he understands the concepts and the printer's requirements, can translate them creatively.

The topic of LAND USE had been selected and approved by the advisory committee. What kind of treatment would have the largest audience appeal and at the same time be the most informative? What scale should the treatment encompass: 200 acres? 20? 2,000? Through the "How do you feel about Me.?" survey, the staff determined that the audience was relatively uninformed about agencies involved in land use: those surveyed were able to identify fully only 2 out of 23 agencies. How many agencies were to be included in the script? The staff also wanted to incorporate the effects of land use in LIFE STYLE. If, for example, a shopping center is constructed in a small community, the whole nature of that community will change. Spending patterns, traffic patterns and living patterns will change. The life style component in that community will be different and IRREVERSIBLE. Who makes decisions about land use? Who should? Owners? The regulating agencies? Planning boards? What realistic, viable options could be presented to viewers?

More extensive research allowed the staff to develop the following outline:

SEE FOLD OUT

AUDIENCE VOTES

PROGRAM III

The Legal Process

This program deals with a LAND USE REGULATION COMMISSION hearing during which the applicant demonstrates the soundness of his plan and the feasibility of his proposals; the applicant introduces testimony and expert witnesses including engineers, architects, etc; the state hears from various agencies—Inland Fisheries and Game, Parks and Recreation, etc. Commissioners ask questions of the various witnesses. The television audience, having heard all the testimony, votes as the commission.

AUDIENCE VOTES

MAINE 1984
LAND TRUST

The viewer sees what life **might** be like in the Crystal Lake Region under Land Trust ownership and management in 1984. Working with no electricity, outhouses, log cabins and water driven mills, the Land Trust has set up an inward looking self-sufficient community. They have also developed a crafts industry and an organic food cooperative and are supplying clients in distant metropolitan areas. The McPhersons still have their camp and Billy works at one of the cooperative mills. The family lives together. Mr. McPherson has been elected town manager of the small 100 family community.

One half-hour of this program was a panel discussion on Land Trusts in the United States and Maine in particular.

MAINE 1984
DEVELOPER

The developer, Frank Gallant, has put in a marina, a ski resort, two condominium towers; he has eliminated automobiles by developing a gondola transportation system internally and also an extensive closed circuit service-oriented television system. He has had problems attracting buyers for his units due to the remoteness of the area in combination with a fuel shortage. Subsequently, he has had to change his original plans somewhat and has sold timber rights to some of the 5,000 acres. The McPhersons, as a family, are now separated—Billy lives and works in Boston with his family; John and Ginny live in one of the condominiums—John is service manager for the area.

One half-hour of this program was a panel discussion on four season recreation in Maine.

SCRIPTING

The Basic Situation

John McPherson, a lifelong woodsman, has leased a lot in the wild lands from a large paper company for the past 32 years. He has built a camp on the leased land which he and his family use for recreational purposes. In 1973 the paper company is selling the 5,000 acres known as the Crystal Lake Region. McPherson's camp is on part of the 5,000 acres.

PROGRAM I

Who should Own the Land?

We see the McPherson's at their camp. John, his son Billy, and his wife Ginny, discuss alternatives available to them should the land they lease be sold. Billy introduces the family to the concept of a land trust and goes to see the Maine Community Land Trust to try to convince them to bid on the Crystal Lake Region. John goes to see representatives of the paper company and learns that a recreational developer is bidding on the land. The McPherson family begins to argue about who should own the land. Mrs. McPherson favors the DEVELOPER as he offers her husband the promise of employment to supplement his social security in retirement. Billy favors the LAND TRUST as they promise to leave options opened for the McPherson family and for the future of the camp.

AUDIENCE VOTES

PROGRAM II

The Land Trust

The Maine Community Land Trust has bought the Crystal Lake Region. As a group they plan for the future use of the 5,000 acre area: plans include some light industry, heavy agricultural use of land and a settlement of about 100 families. They will not sell land to people but rather lease it for 99 years. The trustees go to the site to inspect the area and soon two factions develop: 1) those who would zone the area in advance of any settlers arriving and 2) those who would encourage settlement and allow the settlers to arrange for their own zoning. At issue is who should control the land. John McPherson signs a new lease with the Land Trust and stakes out his land around his camp. He is AGAINST THE ZONING. His son, Billy, FAVORS ZONING in advance as it will

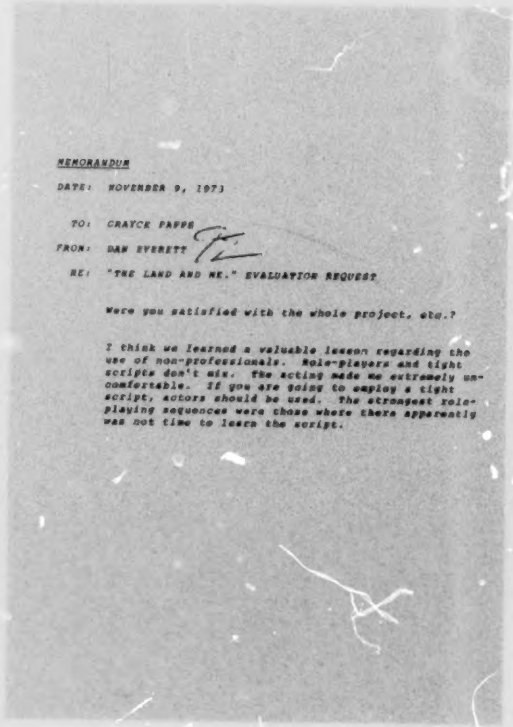
PROGRAM II

Developer

Having bought the land, the developer and his associates plan a legal, fiscal and environmental strategy to maximize the profit on their new land and, at the same time, provide an outstanding four-season second home recreational area. The sales department of the firm favors STRIP HOUSING along the shore as this would make sales easier. Gallant, the developer, favors CLUSTER HOUSING, the elimination of automobiles, the introduction of a gondola transportation system. John McPherson favors the CLUSTER HOUSING even though it may mean the removal of the camp; Mrs. McPherson favors STRIP HOUSING as it allows her to keep the camp.

Because of the simulation/voting elements in the series, pre-producing endings for each voter option response presented major time and manpower commitment problems. Therefore, the staff determined that PROGRAM III would be produced after the vote from PROGRAM II was tallied, thus totally tailoring the third program to the vote but also reducing actual production time to a minimum. As a result, only five programs had to be pre-produced — I, both II's and both 1984's. This saved the production of one whole program which would never be seen. As it turned out, only one program was never seen by the audience: II Developer.

CASTING:
The budget for the project specified that consulting and role-playing functions "will be fulfilled by participating citizens and volunteers." Hence, role-players had to be found. The Trustees of the Sam Ely Land Trust played trustees of the Maine Community Land Trust in the story. Officers of the Land Use Regulation Commission played the part of the LURC. In some cases, it was difficult to find a role-player whose real life activities paralleled the part to be played in the scripts. Non-professional actors had to fill these roles with the following results.



MEMORANDUM

DATE: NOVEMBER 9, 1973

TO: CRAYCE PAPPS

FROM: DAN EVERETT

RE: "THE LAND AND ME." EVALUATION REQUEST

Were you satisfied with the whole project, etc.?

I think we learned a valuable lesson regarding the use of non-professionals. Role-players and tight scripts don't mix. The acting made me extremely uncomfortable. If you are going to employ a tight script, actors should be used. The strongest role-playing sequences were those where there apparently was not time to learn the script.

CASTING & SCRIPTING SUGGESTIONS

1) A full script needs actors and a strong director. Unless the actors and the director have time to develop the script, an improvised outline scenario could be more effective. Either a strong outline and non-professionals should be used or a full script and professionals should be used.
2) A full script is helpful for checking legal and technical items with the proper authorities. This means the program is accurate and yet dramatically interesting.
3) A full script is helpful to production staff while editing, scheduling, assembling and preparing sets, etc.

TIMETABLE

APRIL MAY JUNE	One staff member writing continuously. Each rough draft presented to executive producer and director. Revisions made and full script presented to staff — program director, film department, studio manager — for a feasibility check. Revisions made. Final scripts out late June for filming.

The next question facing the staff — how fully should the story be scripted given that production would involve role-players, not actors. Full scripting would be somewhat binding to directors and role-players. On the other hand, a scenario format would make editing difficult since all the programs would be shot entirely out of sequence. The staff decided to script the programs fully to make editing and assembly more efficient.

PRODUCTION TIMETABLE

WEEK	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
1	Pre-production planning	Location filming	Studio taping	Editing	Broadcast Program #1 Edit Programs 4/5
2	Pre-production planning	Location filming	Studio taping	Editing	Broadcast Program #2 Tape Program #3 Edit programs 4/5
3	Pre-production planning	Studio taping		Editing	Produce, edit, & broadcast program #3
4	Location filming	Studio taping	Studio taping	Editing	VTR panel discussion Edit and broadcast Program #4
5					VTR panel discussion Broadcast and edit Program #5

Time consumed in producing each of the **three** different endings (one each for PORTLAND, BANGOR and WATS transmissions) for the first three programs, (see Phones, p. 24 and Vote, p. 26) averaged three hours per ending per program.

	%Film	%Tape
Program #i	60	40
Program #2	20	80
Program #4	20	80
Program #3	0	100
Program #4	20	80
Program #5	20	80

IN ADDITION TO THE MPBN STAFF, OVER 125 PEOPLE WERE INVOLVED AS TALENT, INCLUDING EXTRAS. (see Involvement for details).

VIEWER GUIDE AND LEADER'S GUIDE

(see inside back cover for copies)

The Viewer Guides and Leader Guides are the realities within the simulation format of the project. They were designed to involve Maine citizens IN REAL land use problems and processes. The guides were developed as a supplement to the programs to stimulate discussion and to serve as handbooks for viewing. The Viewer Guide is a resource tool for those wishing to pursue some course of action locally or on the state level. The Leader's Guide was designed as a catalogue of exercises to be conducted by groups or in schools.

A summary of individual state laws regulating land use was reprinted and included in the Viewer Guide. In addition, a list of agencies—both public and private—were included in the Viewer Guide.

Distribution

Viewer Guides, Leader Guides and Eco-Acres games were distributed by both the Maine Public Broadcasting Network and the Maine State Department of Educational and Cultural Services, as follows:

12,000 Viewer Guides
(This figure includes a second printing of 2,000 Viewer Guides to fill all orders. The additional supply of Viewer Guides was depleted within ten days of the first broadcast date.)
9,000 Eco-Acres Games
3,000 Leader Guides

The remaining supply of auxiliary materials, approximately 1,000 Eco-Acres Games and 1,000 Leader Guides, is being used to fill requests as mail is received.

TIMETABLE

AUGUST SEPTEMBER	Research and writing Viewer and Leader Guides. Artwork. Printing. Mailing.

PROMOTION

The total publicity effort for "The Land and Me." series was carefully coordinated to utilize all media of communication to:

—saturate the State of Maine with information regarding the series

—peak on the date for the first broadcast to assure maximum viewing and citizen participation

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Broadcast Promotion

Members of the project staff made guest appearances on television and radio. The topic of the series was of wide interest and of sufficient urgency that commercial stations made time available on their air to promote "The Land and Me." They included:

4 commercial television stations
4 public television stations comprising The Maine Public Broadcasting Network
7 commercial radio stations
1 public radio station

These broadcast facilities, in effect, blanketed the entire State of Maine.

In addition, extensive on-air promotion was conducted by the four TV stations and one FM Radio Station of the Maine Public Broadcasting Network.

Press Releases

Press releases were mailed to all Maine newspapers including:

6 daily newspapers
1 Sunday newspaper
70 weekly newspapers

Date Mailed	Topic
August 1972	**Announced award of grant** to MPBN for environmental simulation series by **U.S. Office of Education through Environmental Education act.**
April 1973	**Announced award for grant** to MPBN for environmental simulation series by the **U.S. Environmental Protection Agency.**
April 1973	**How do you feel about Me.?** Requested citizens of Maine to write to MPBN with their opinions re: how land should be used in Maine.

Each of the following releases offered auxiliary printed materials to viewers free upon request.

Sept. 11, 1973	**General Release.** Information about series, viewer active aspects, Viewer/Leader Guides, Eco-Acres Game, etc.
Sept. 18, 1973	**Eco-Acres Game.** Describes game and use as independent but supplemental aid to series.
Sept. 21, 1973	**Maine citizens portray characters involved in Maine land use problems.** Highlighted citizens' participation in series as role-players and also public agencies factually represented by members of their staffs.
Sept. 26, 1973	**Viewer Active aspects.** Highlighted citizens' active participation in series via phone-in vote which gave direction to series.

ADVERTISING

Advertising
An intensive advertising campaign was conducted throughout Maine. The campaign, which was geared to peak on the day of the first program, included display ads on television and real estate pages.

September 29-October 2
All Maine Daily Newspapers
Maine Sunday Telegram
Selected Weekly Newspapers
October 5 - 9
All Maine Daily Newspapers
Selected Weekly Newspapers

Feature Stories
The following newspapers and periodicals carried stories about the series:

The Sunday Telegram (Portland)
The Bangor Daily News
The Maine Times
The Maine Teacher (2 editions)
The Land Advocate
The Natural Resources Council Newsletter
The Audubon Society Newsletter
MAVA, Newsletter of the Maine Audio-Visual Association
The Irregular of Maine Real Estate Listings
Newsletter of International Independence Institute
Northeast Outdoor Memo, Bureau of Outdoor Recreation
Environment Improvement Association Report Service

TV Guide
Week of September 29-October 5
CLOSE-UP on October 2 — Highlighting first program in series.
Next four weeks
Weekly updating for each program in series.

TELEPHONES

"Don't get hung up on them"

BACKGROUND

The staff, working under the viewer active guidelines of the grant, had to develop a telephone network capable of counting a maximum number of statewide phone calls in the shortest period of time. The first decision the staff made was to have two separate numbers — a number for OPTION A and a number for OPTION B instead of having a single number for people to call. The twin numbers eliminated the need to talk on the telephone.

Eliminating talking shortened the amount of time each line was in use

Next, the staff had to determine the maximum volume of calls expected. Using this estimated volume, the time for processing each call was estimated. There is no formula for determining these figures, but the following factors were taken into account:

225,000 television homes in Maine
22,500 (10%) homes watching MPBN (estimated maximum)

Thus a theoretical maximum of 22,500 phone calls could be expected for each program.

The telephone company estimated **one phone call per second per line** if there were no talking. Thus, ten lines theoretically would deliver ten votes/second; twenty lines would deliver twenty vote/second; thirty lines would deliver thirty votes/second. The budget for the project dictated a limit of thirty lines. With thirty phone lines, the polling system could count 1,800 calls/minute or 18,000 calls in ten minutes. This figure was close enough to the theoretical maximum to satisfy the staff. This figure was also used to estimate the time needed at the conclusion of each of the "vote-in" programs to estimate the time to be allotted at the conclusion of each of these programs for voting instructions and processing of votes. The staff wanted no more than ten minutes of "fill" at the end of each program.

WHERE TO PUT THIRTY TELEPHONES?

The staff studied the demography of the state carefully in conjunction with the phone company. The following distribution of telephone lines was in part a function of capability of the phone company and in part a function of demography:

10 lines installed in Greater Bangor (population 72,000)
10 lines installed in Greater Portland (population 141,625)
10 WATS lines in studio to serve the remainder of the state

This distribution of lines was possible because MPBN had a split feed capability.

The split feed of the telephone numbers at the end of the first three programs tripled the editing time for each of these programs. A regionalized vote reflected both a more precise voting pattern and a more accurate MPBN viewership (see VOTE, p. 26).

"Ten telephones ringing in one room would drive the ten operators crazy in one minute." Phone company representatives.

HARDWARE & TALLY

The ten telephones were put on a long table. Tally lights were attached to indicate incoming calls. As soon as the vote options were presented to the audience, each operator lifted the receiver off the phone cradle and put it on the table. They held the cradle button down.

When they saw the light go on, they simply lifted the button, the light went out and they then tallied a vote and pressed the cradle button.

7:30 p.m.	Program begins
8:20 p.m.	Vote options presented to audience—Receiver off cradle
8:27 p.m.	Supervisors at each poll collect tally sheets and add total. School vote included.*
8:28 p.m.	Regional totals added in studio —
8:30 p.m.	running total given on air during break — audience encouraged to vote until 9:00 p.m.
8:45 p.m.	Lower third crawl supered over following program to encourage more voting
8:58 p.m.	Regional votes tallied in studio
9:00 p.m.	Final vote announced on air during break

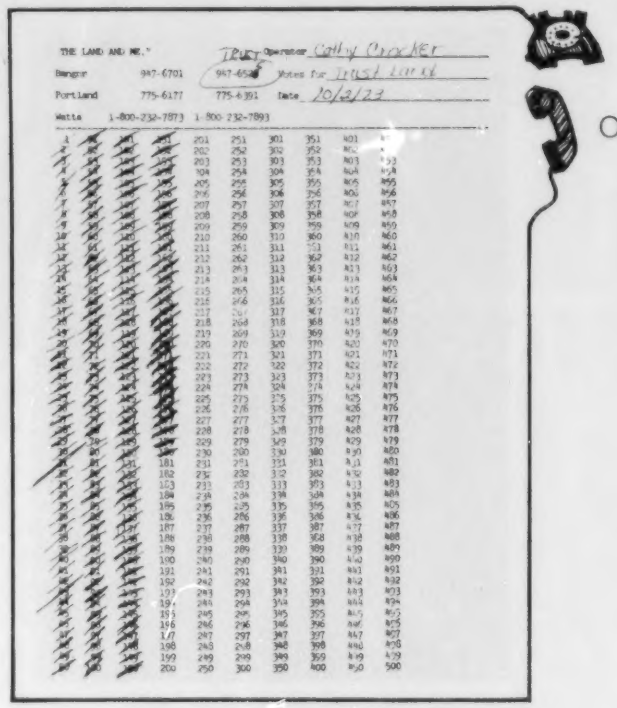
*Schools had seen the program at 8:30 a.m. and 12:30 p.m. The teachers polled their classes and called the vote in via a station WATS line. These votes were included in the 8:30 p.m. total.

OTHER OPTIONS

The project staff explored the possibility of having the incoming telephone lines connected directly to the University of Maine computer. This proved to be feasible both in terms of the Computer Center and the telephone company. The theoretical advantage of such a system consisted of the following items:

1) fewer telephone lines, hence less cost
2) fewer operators, hence less cost
3) high volume of calls in a very short period, hence shorter "fill" time at the end of the first three programs.

While the computer was capable of counting over eight calls/second/line, the telephone equipment allowed for only one call/second/line. Thus, it proved impractical to use the computer to count votes. However, in areas of the country where the telephone company has computerized switching equipment and a Touchtone dial system, it would be practical to plug the phone lines into a computer.



TIMETABLE

JUNE	Negotiations with phone company and computer center
JULY	Program development and testing of phone system at computer center
AUGUST	More consultation with phone company after computer proved impractical—regionalization was decided upon and staff placed order for telephones
	IMPORTANT: Allow at least three months for consultation with telephone company and at least six weeks for order to be processed.
OCTOBER	Thirty operators for two hours each voting program — volunteer students and other organizations were used for a savings.

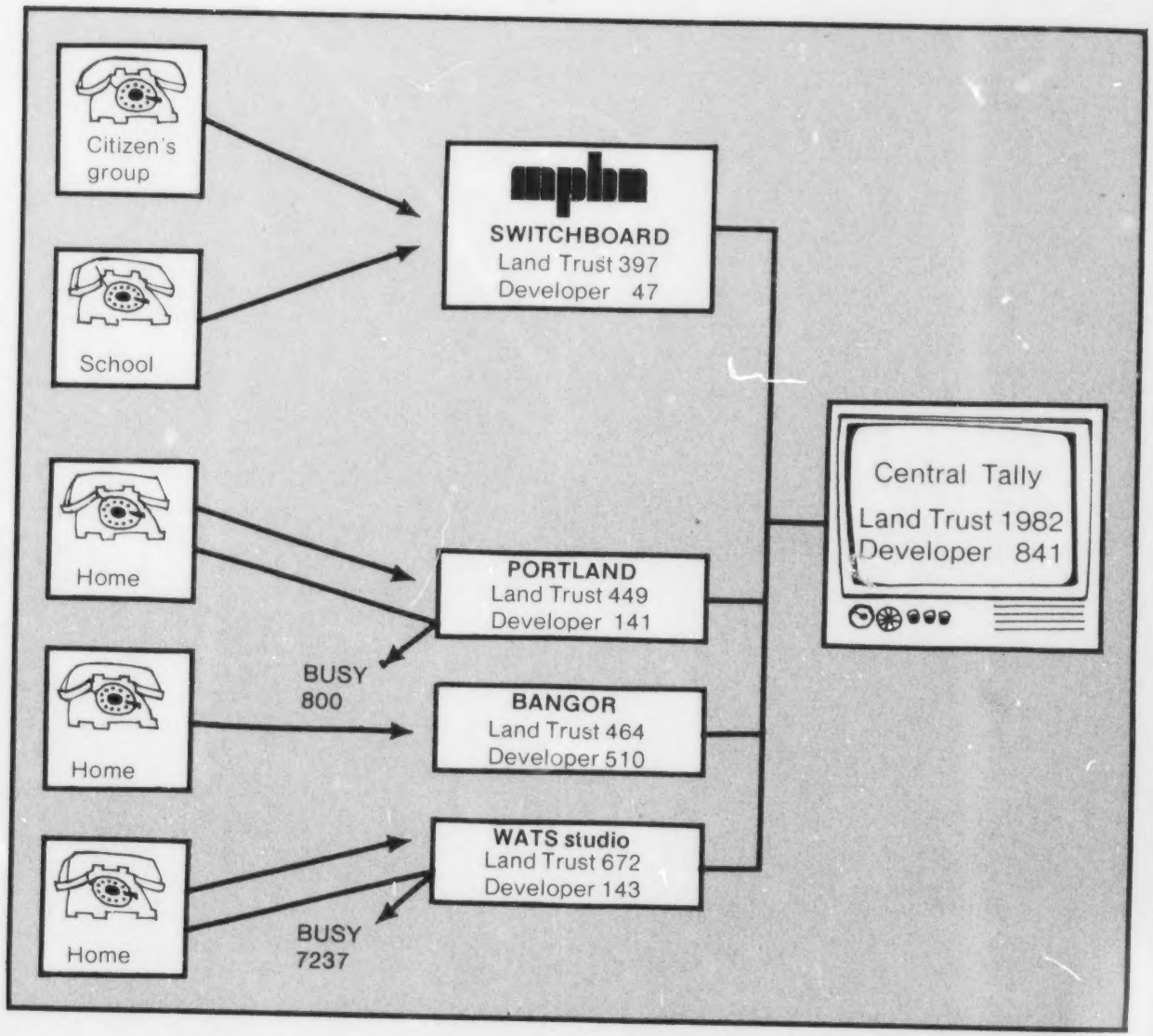
THE VOTE *

ANALYSIS OF CALLING VOLUME FOR PROGRAM 1

The MPBN polling system processed a total of 2823 calls. The telephone company monitored the number of attempted calls to the MPBN phone poll as follows:

WATS	8052 Attempts
PORTLAND	1390 Attempts
BANGOR	not monitored
TOTAL	9432 Attempts
minus	2823 Processed
	6609 ATTEMPTS NOT PROCESSED

It is clear from the telephone company data that the equipment set aside for MPBN's use during the program was not adequate. This was due to a CHOKE network set up internally within the phone company system so the program voting would not tie up all the telephone lines in the state.



*Program 1
October 2, 1973

AUDIENCE RESPONSE

"We get letters"

GENERAL

A major effort was made during the six months prior to the first air-date to encourage viewers at home and in schools to request the auxiliary materials for "The Land and Me." (See Promotion and Advertising p. 22 - 23)

RESULT: 550 letters from communities throughout the State of Maine

Requests from 142 teachers and principals in Maine representing 5294 students in Junior High and High Schools

SCHOOLS

Requests are also still coming in from schools where the programs could not be watched from on-air broadcasts due to schedule and/or bell conflicts. Many of these schools recorded the programs off-air on their own equipment and will repeat the programs at their own convenience.

As this report goes to press, letters are still being received from individuals and organizations requesting Viewer Guides, Leader Guides and Eco-Acres game for themselves and for groups. The following list is representative of the organizations heard from:

- University of Maine Cooperative Extension Service
- League of Women Voters (several chapters)
- Libraries (several)
- Planning Boards (several)
- Regional Planning Commissions (several)
- Churches
- Conservation Commissions (several)
- Allagash Environmental Institute
- Parent-Teacher Associations
- Maine Federation of Women's Clubs
- College of the Atlantic, Bar Harbor
- University of Maine (several departments)
- Committee on Clean Air Conservation
- National Coalition for Land Reform
- Pennsylvania State University
- International Independence Institute

NATIONAL

Unsolicited publicity in national newsletters and publications has resulted in written requests from 16 states and Washington, D. C.

TELEPHONES

A tally of telephone requests for materials was not kept, but over the five-week period of the broadcasts, requests were received by phone almost on a daily basis.

For a summary of the telephone voting response of the viewing audience to individual programs, (see *The Vote*, p. 26).

SPECIAL

In addition, the staff, and also members of the cast, have been asked to cooperate not only with individuals, but also with civic and educational institutions in many different capacities. To date, these requests include:

- videotape recordings of the programs for use with groups and classes
- additional informational materials
- outlines of scripts
- speakers for meetings

The above information, materials and assistance have been provided whenever possible.

SURVEYS & EVALUATION

"How Do You Feel About Me.?"

(for sample, see appendix p. 40)

This survey was conducted prior to preparing a script. The staff used the survey as an instrument to determine public awareness and attitudes about land use problems in the state. Analysis indicated ninety percent of those surveyed were fulltime residents in the state of Maine. Over 50% of those surveyed owned land in the state. Water based recreational activities were by far the most popular with swimming (74.5%) heading the list, followed by boating (53.8%) and fishing. Camping and hiking were also popular.

Most of the people surveyed (82%) felt there were ample recreational facilities in the state. And yet, 44 8% felt the recreational facilities were overcrowded. As to ownership and management, 50% favored private ownership. Favoring state management of land seemed to be pervasive among those surveyed.

Q: At what level do you feel land use planning should occur?

Federal	State	Local	Private
25%	69.8%	64.2%	25.9%

Also, 52.8% of those sampled favored state regulation of private lands.

More than half of the sample favored substantial state involvement in land-use issues. However, only 22.8% could describe the purpose and function of several state agencies. For example, 40% of those surveyed said they liked to fish, but only 9% could describe the activities of the Inland Fisheries and Game Department which issues fishing licenses. While most people seemed to feel state involvement in land use issues was appropriate, the same majority felt taxation practices were not fair and that distribution of tax dollars was not equitable.

The staff drew the following conclusions RE: scripting from the results of the survey:

1. The script should emphasize the role of Government in land use planning and management.
2. Public prejudice regarding environmental laws had to be dispelled.
3. Public awareness of the intricacies of land use problems had to be heightened.
4. The role of the citizen regarding land use problems had to be emphasized.

DISTRIBUTION

More than 1,000 surveys were distributed statewide as follows:

1. Random mailing.
2. Audubon Society and Natural Resources Council reprints of the questionnaire.
3. Random sampling at an educational conference.
4. Requests for questionnaire through newspaper promotion.
5. Conservation Commission.
6. Appalachian Mountain Club.
7. *Guillemot* (natural history newsletter aimed at summer residents)

Approximately 300 surveys were returned. This represents roughly 9% of the surveys distributed.

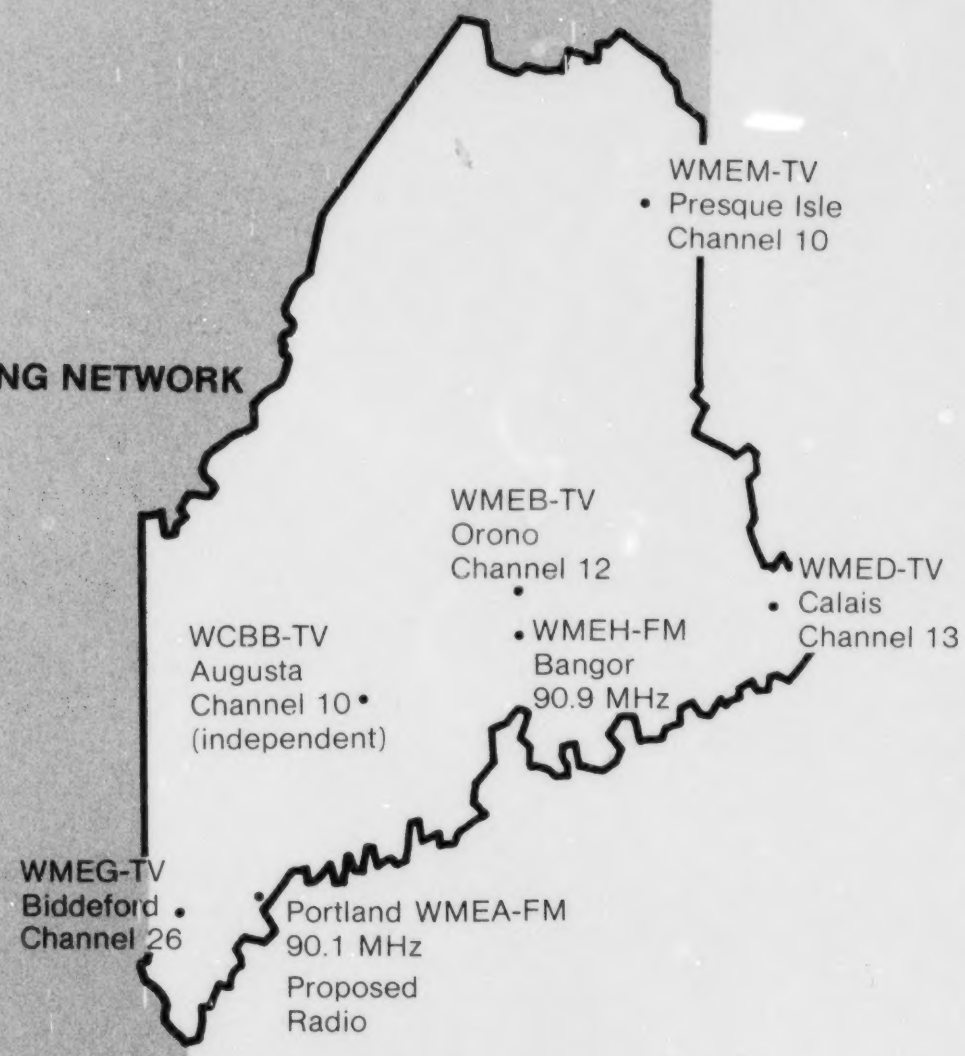
MAINE PUBLIC BROADCASTING NETWORK

The Maine Public Broadcasting Network is primarily a tax supported noncommercial broadcasting and telecommunications service of the State of Maine and operates as a statewide public service of the University of Maine.

The Network was created by action of the 100th Maine State Legislature (1961) and voter approval of bond issue referendum (1962).

75% of the Network's programming is instructional in nature, designed for use in Maine schools and homes.

Educational and entertaining children's programming and public affairs and culturally enriching and thought-provoking programming, complete the total broadcasting service to Maine's citizens.



FUNDING

CRITERIA:

Funding was sought for "The Land and Me," based on the partial success of a previous viewer-active television simulation, "North of the Namaskeag" which was funded jointly by Title I, Higher Education Act, Project Impact and the Maine Public Broadcasting Network. "North of the Namaskeag" was an incomplete project lacking the proper research and evaluation funds. Based on the "Namaskeag" experience, the management of MPBN felt adequate funding of another similar project would deliver an excellent product which could serve as a demonstration model.

SOURCES:

Environmental Education Act, U.S. Office of Education

This office wished to be involved in the research and development phases only. Roughly 2/3 of total budget for the project was sought and secured through this office.

Environmental Protection Agency

Regional Office, Boston. Funding for the production phase of the project was sought and secured. Roughly 1/3 of total project budget.

Maine Public Broadcasting Network

Provided in-kind services to match funds made available through other sources.

Local and Statewide Business

These sources were not tapped as it was felt their participation as vested interests might weaken the integrity of the project.

APPEAL TO FUNDORS

1) Innovative methodology to be developed. This had already been tested in the "Namaskeag" pilot.

2) Multimedia approach included various supplementary materials to support "telecasts."

3) Statewide participation through MPBN coverage.

DO

1) Secure all funding prior to beginning project.

2) Be prepared to spend time and be persistent in seeking funds.

3) Seek funds that are flexible enough to allow for changes as project develops. For example, "The Eco-Acres" game was *not* funded initially but as the project developed, the game became an important auxiliary item. The printing and distribution of the game was finally achieved through use of allocated funds.

INVOLVEMENT

The LAND & Me

Executive Producer/ Project Director
Grayce Papps

Producer/Writer
Eton Churchill

Director
Dick Zimmerman

Cinematographers
Jim Garvin
Chuck Halsted

Sound Recordist
Lynn Marschner

Location Director
Bruce McMillan

Set Designers
John Knaub
Ed Healy

Graphic Artists
Vic Cormier
Ginni Lindlof

Music by
Herrick & Handler

Announcers
John Emery
Joan Young
Dan Everett

Studio Crew

Manager
Dan Corley

Asst. Manager
Earl Allen
Carl Anton
Amy Stevens
Tim Wooten
Everson Stinson
Joe Michaud
David Tenney
David Peters
Bill Erspamer
Tom Cyr
Michael Dunn

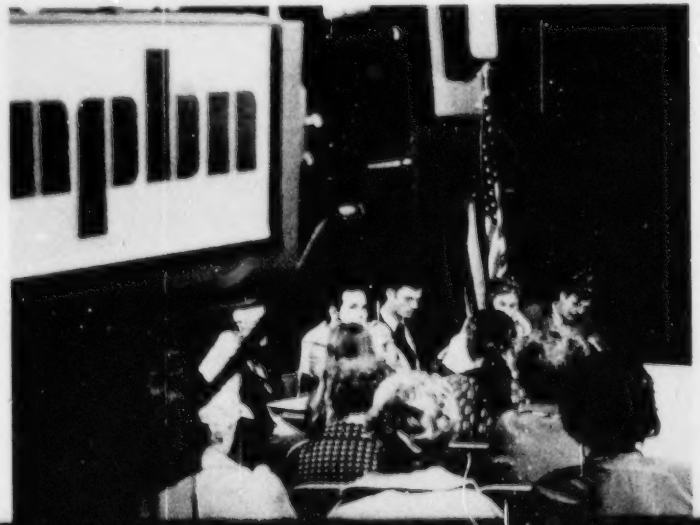
Engineers

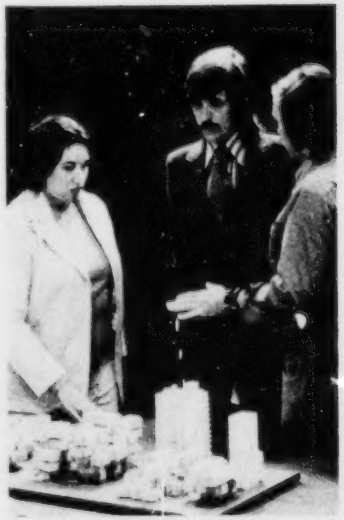
Supervisor
Donald Winslow
Arthur Dunlap
Herb Dean
Rome Thibeault
Ira Huntley
Greg Snow
Bryant Peterson
Steve Barnes
John N. Cole
Dean Bennett
William R. Adams
Ezra James Briggs
James S. Haskell, Jr.
John D. McNeil
William Wood
Virginia L. Palmer
Calvin M. Thomas III
Frank Woodard
Erik Van de Bogart
David L. Davis
Randall R. Curtis
Ralph Greene
Catherine G. Lucas
William L. Willette
Louise Chamberland
James F. Connors
Cynthia Schact
J. Norman Wilkinson

Ross Spagnolo
Sarah Emery
Diane Reed
Ed Winchester
Theodore Tryon
Horace Gardiner
Robert Fiske
John Morison
Lee Schepps
Terry Burgess
Toby LeBoutillier
Jane Philbrick
Gary Higginbottom
Ron Poitras
Fritz Lyon
Kip and Faiga Shaw
Mark Smith
H. J. Cornet
Keith McKeen
Charles Sleight
Barbara McKernon
Mrs. Toivo Johnson
Carl Selin
Dr. Ronal F. Banks
Rev. Edwin Hind
Dr. Robert House
Herb Hartman
Clifford Goodall
Edgar S. Day
John J. Love
Les Spencer
Buzz Purdy
Nancy Hudak
Pollie Morison
Brenda Morison
Cynthia Sever
Becky Kelley
Lynne Moulton
Kathleen Minicetti
Marjorie Perkins
E. C. Dunlop
Steve Stanley
Marion Gallant
Raylene Marden
Denise Boudreau
Pauline Whiting
Mark Van de Bogart
Bernard Jamieson
Cathy Crocker
Roscoe Clifford
Ron Gregory
Mrs. Callabash
Robert E. Lennon
Kent Smith
Stephen Tise
Dr. James R. Miller
Charles M. Sexton
R. Alec Giffen
Michael Barrett
Madeline R. Freeman
Floyd G. Scammon
Millard W. Hall
Roy Hugie
Alvin J. Smith
Virginia S. Davis
Nicole Cecile Collin
Thomas E. Bailey, Jr.
Elizabeth Bailey
Margot B. Emery
Angela Z. Aloupis
Judy Blaisdell
John Blaisdell
Ronald F. Mosher
Stephen A. Fernald
Judith Fernald
Russell Christensen
Clarence Sanborn
Lee Loring
John B. Davidson
George H. Jennings
Robert Swann
John Rensenbrink
Jeanette F. Ulmer
Lloyd W. Mallett
Jane Robbins
Annie Davis
Myrtle Wright
Mrs. Ethelind Martin
Mary Sullivan
Harold Kelly
Herbert McBride
Dorothy Scammon
Edward Eccles
R. B. Davis
Inez Roberts
Myra Hutchins
Laura Ouellette
Theresa Maihuber
Mrs. Alice Carty
Mrs. Eva Littlefield
Sharon Irish
Frank Fowles
Janice Fournier
Dr. Gerald Dube
Merton Nickerson
Andrea Lucien
Ken Krall
Bill Legere
Nicholas Holt
Peter Cox
Richard Anderson
Dr. Ogden Small
Cindi Cavanaugh
Al Hastings
Sandy Hastings
Ernest Blaisdell
David Buchanan
Fred Holt
James Byrnes
Dave Platt
Willard Youngstrom
Mary Minor Smith
Alan Layton
Craig Milner
Bob Mowdy
Bill Thompson
Fred Doane
Lisa Mason
Diane Devine
Suess Neilson
Wayne Brown
Pam Eyler
Ernest Easter
Eda Van de Bogart
Jim Bisson
Jacqueline Nevells
Bernard Jamieson
Cathy Crocker

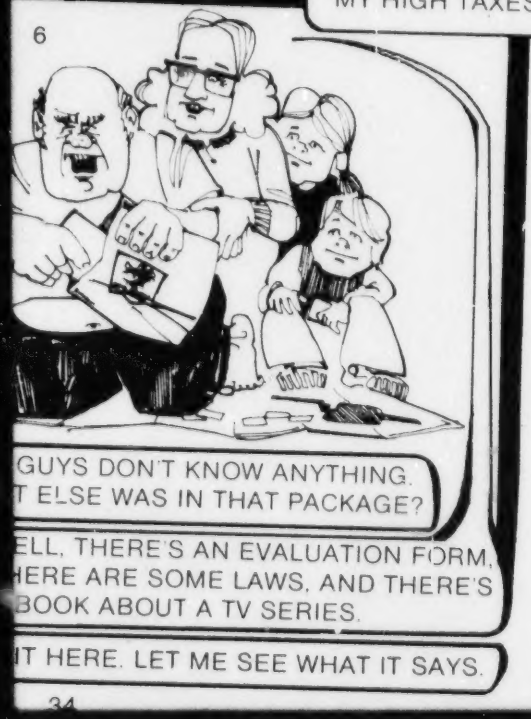
Jean Brountas
Jeffrey Alan Davis
Peter Christakos
Vernita D. Witham
Robert E. Leins
Lucy Martin
Lester Kerts
Harriet Connors
Cynthia Connors
Rhonda Blanchard
Thomas Dupis
Ceola Winters
Paul Winters
Irene Gilbert
C. J. Gilbert
Susan Struss
Al Struss
Alan Thomson
Adele Sanborn
Lisa Feldman
Helen N. Papps
Barbara D. Larkin
William C. Larkin
Phyllis Dowd
Joanne Dowd
Billy Dowd
Diane Dowd
Margaret V. King
Kathleen Caron
Russell Brimmer
Lunn D. Wood
Linda LaBree
Gail E. York
John A. Robbins, Jr.
Brian Tucker
Roberta A. Blanchard
Rhoda Blanchard
Thomas Corley
Henry Corley
Judy Rosen
Sheila Roberts
Rae Harrington Gallup
Joanne Homer
Melissa Shinn
Allan Garten
Nancy Erskine
Jim Gallup
Jane Gallup
Kirsten Gallup
Leslie Gallup
Trinka
Jim Greene
Gretchen McFadden
Susan Szwed

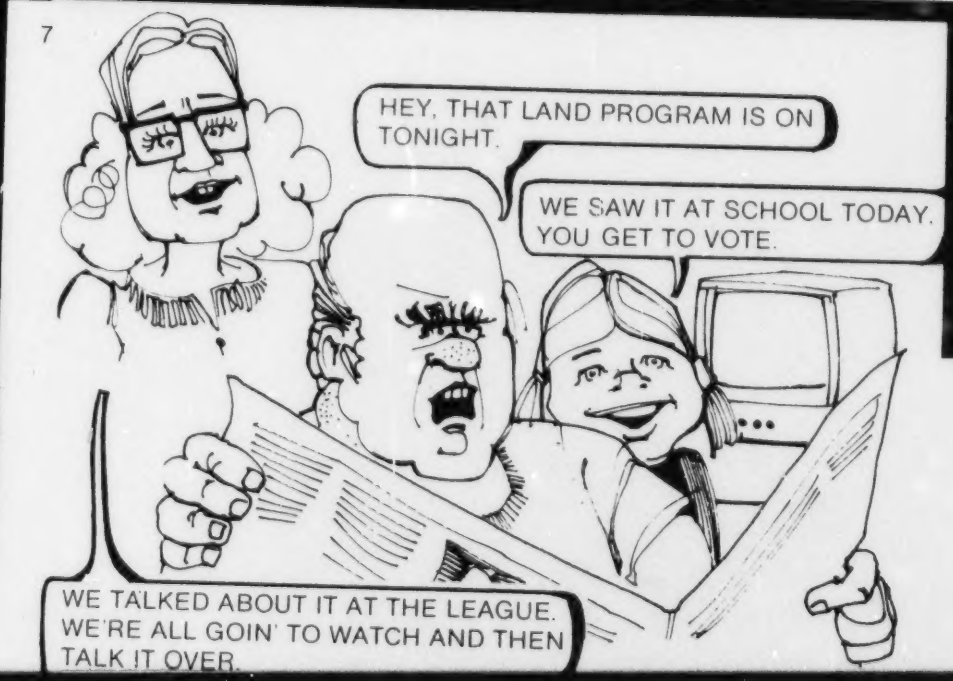
Maine Wilderness Canoe Basin
Land Use Regulation Commission
Bangor Pollution Abatement Facility
Skylark Corporation
Scott Paper Company
Stull Associates
Gass Office Products Center
Mallett's Lumber Mill
Orono Senior Citizens
Natural Resources Council
Environmental Studies Center
University of Maine
Department of Inland Fisheries and Game
United Methodist Church
Sam Ely Land Trust
Maine State Planning Office
All Souls Congregational Church
Maine Teachers Association
J. S. McCarthy Printing Co., Inc.
Audubon Society
Ta Sita
Amtrack
Control Data Corporation
Beaver Cove
J. M. Huber Corporation
Squaw Mountain at Moosehead
Dead River Company
Guillemot
J. W. Sewall Co.
U. S. Environmental Protection Agency
U. S. Office of Education





IT MIGHT HAVE HAPPENED TO YOU


6
GUYS DON'T KNOW ANYTHING. T ELSE WAS IN THAT PACKAGE?
ELL, THERE'S AN EVALUATION FORM, HERE ARE SOME LAWS, AND THERE'S BOOK ABOUT A TV SERIES.
IT HERE. LET ME SEE WHAT IT SAYS.


7
HEY, THAT LAND PROGRAM IS ON TONIGHT.
WE SAW IT AT SCHOOL TODAY. YOU GET TO VOTE.
WE TALKED ABOUT IT AT THE LEAGUE. WE'RE ALL GOIN' TO WATCH AND THEN TALK IT OVER.

I TELL YA MAC, I FILLED OUT A TV SURVEY ABOUT MAINE. THEY'VE GOT TO DO SOMETHIN' ABOUT ALL THESE TOURISTS COMIN' UP HERE AND RAISIN' TAXES...
3
OOK, KIDS, WE GOT A GAME IN THE AIL.
WHAT KIND OF GAME?
E GOT ONE OF THOSE AT SCHOOL. T'S PLAY IT.
4
I CALL A TOWN MEETIN'. YOU CAN'T EARN A NICKEL IF YOU DON'T LET A FACTORY COME INTO TOWN.
YEAH, DAD, BUT I DON'T WANT TO GROW UP WITH A LOT OF POLLUTION.
JUST CLEAN INDUSTRY.
5
9
YEAH, I VOTED, BUT I DIDN'T LIKE THE CHOICES. THERE'S GOTTA BE A BETTER WAY.
WELL, YEAH, BUT WHO'S GONNA FIGURE IT OUT?
LEAVE IT TO THE OFFICIALS.
WELL, IF THAT'S WHAT THEY GOT IN MIND FOR 1984, I BETTER GET UP AND DO SOMETHIN' ABOUT IT.
THAT'S WHAT WE SAID AT THE LEAGUE.
THAT'S WHAT WE SAID TOO, IN SCHOOL.
10
GIMME THAT BOOK. LET'S SEE WHAT WE CAN DO.

APPENDIX A

LAND USE RESEARCH

INTRODUCTION:

Land use refers, quite simply, to how a particular tract of land is used or not used at a given time. The specific use of a tract of land deeply influences the social organism where the land is located. Conversely, the social organism can, to a degree, influence how the land is to be used. The process of land use is then a dynamic one involving a by-play of many private and public agencies. As a dynamic process, land use has many attractive possibilities for the viewer-active television simulation. The land use problem in Maine seems particularly appropriate and timely due to pending legislation and also to Maine's indigenous land character which is in sharp contrast to the sprawling BosWash industrial corridor. It is important to remember here that Maine did not participate fully in two significant events in the formation of the American character: the industrial revolution and the great depression. This makes the basic character of the Mainer somewhat different from the accepted norm of the BosWash corridor. The atypical nature of the Maine character increases the attractiveness of the state to outsiders while making economic life intrastate more difficult. This lack of equilibrium produces such questions as: "Will the State of Maine be doomed to serve as a giant recreational park serving the needs of the densely populated BosWash corridor?" Or, "Will the rich coastal tidelands and dense forests simply be absorbed willy-nilly into the industrial process of megalopolis?" Or, are there other viable alternatives, and if so what are they? Who will decide the future of Maine's land mass and indigenous character—ecologists? industry? government? the private citizen?

BACKGROUND:

Hitherto, land use in Maine has been determined by vested private interests without the benefit of statewide planning. Of the approximately 20 million acres which comprise the state, 90% is privately owned, 2% is state owned and 8% is water surface. Almost half of the state's land mass is classified as "wildland" and is controlled by 16 corporations and four families. About one-half of the state population lives on the fragile coastline, or, on 11% of the land mass. The population of the state in 1970 was 993,663 and has remained relatively stable for the last decade. This population increased fivefold in the recreational summer season 1971, an increase of 125% from 1960. Projections show a visitor population of 20 million in 1980 as opposed to five million in 1971. The heaviest concentration of the itinerant population is on the southeastern coast, the mid-coast, the western lakes region and Baxter State Park. All but the western lakes region are serviced by an excellent highway system.

Currently there are 397,000 housing units in the state with an average of 3.1 persons per unit. The average population density is 10.1 persons per square mile.

In 1970 there were 384,000 persons employed in the state, an increase of 36,000 from 1960. Unemployment also increased from 27,500 in 1960 to 31,800 in 1971. Average annual income statewide is $6,000.00, with over 76% being derived from five industries—paper, lumber, food, leather and textiles.

Increased demand from out-of-state visitors has put real estate at a premium. Inflated property values in turn have raised real estate taxes considerably beyond the necessary increases for services. Drastic property tax increases have an adverse effect on ownership in a state where average income is below the national standard. Consequently, Maine is very vulnerable at the moment to the well capitalized developer wishing to make upwards of 15% of his investment within one year of purchase.

LAND USE REGULATION:

State Agencies: The **Department of Environmental Protection** administers the **Site Selection Act** of 1970 (amended in 1971). This act requires a license for any commercial, residential or industrial development which 1) occupies 20 acres or more; 2) contemplates drilling or excavating for natural resources; or, 3) occupies on a single parcel of land 60,000 square feet or more of structure. Criteria for site selection include 1) proof of financial and technical ability on the part of the applicant to meet state water and air standards; 2) provision for solid waste disposal and control of noxious odors; and, 3) securing of a good water supply. In addition, the applicant must provide for traffic circulation and parking and demonstrate that no adverse effect will be incurred on the natural environment.

The **Land Use Regulation Commission** (LURC) was established in 1970 with extended powers granted in 1971. LURC deals with the 407 unorganized townships of the state and 56 mainland plantations in 12 counties. This includes about 10 million acres, or roughly half of the state. In addition to resource analysis and mapping, and a Land Use Guidance Plan, LURC also establishes land use standards as they directly affect air and water quality. LURC requires permits for 1) the erection or alteration of any structure within its jurisdiction; 2) any development of subdivision activities. Exemptions include applications for utility functions already approved by the Public Utilities Commission and **the harvest of timber crops in areas designated as management districts.**

In 1971 the Maine Legislature passed the **Mandatory Zoning Act for Shoreland Areas** which stipulates that any area within 250 feet of a navigable body of water be subjugated to subdivision and zoning controls effective June 30, 1973. LURC and/or DEP are to oversee local zoning under this statute.

The **State Park and Recreation Department** administers all state owned parks with the exception of Baxter State Park which is administered by the state Attorney General, the Forest Commissioner and the Commissioner of State Parks. SPRD controls approximately 49,000 acres.

The **Inland Game and Fisheries Department** controls about 22,000 acres for wildlife preservation and the **Department of Forestry** controls 400,000 acres in public lots.

Recommending state agencies include the **State Planning Office**, the **Governor's Task Force on Energy, Heavy Industry and The Maine Coast**, the **Department of Commerce and Industry**, the **Maine Industrial Building Authority** and the **Maine Recreational Authority.** The latter two are active in financing development.

Private Agencies: Various conservation groups which are privately funded are actively involved in the land use question in Maine. They include: **The Maine Audubon Society, The Natural Resources Council, The Allagash Group, The Nature Conservancy, The Sierra Club,** and **The Maine Coast Heritage Trust.**

Interstate Agencies: The **New England River Basins Commission** is an arm of the Federal government designed to coordinate federal, state and local regulations for the development of water and related land resources. The **National Park Service** and the **U.S. Forest Service** also control about 107,000 acres in the State of Maine.

AUDIENCE APPEAL:

The land use question in Maine is a double edged sword; not only is the issue of vital interest to the state resident, but the issue also has as a component the behavior and attitude of the "out of stater". Because such a high percentage of the population lives on owned real estate, land use, land values and taxation are of patent interest. Land use as it relates to personal income potential is, of course, extremely important in

a relatively depressed economy. But most important is the "way of life" or "life style" component as a direct derivative of land use. In other words, are the people of Maine willing to give up certain economic advantages for a number of qualities accessible in the patterns of land use to date? While it is impossible to quantify these "qualities", it is safe to say that Mainers are protective of their "rights" as these are expressed in ownership and use of land.

The problems attendant to land use regulation set the "rugged individualism" of Mainers in an interesting stress framework with the larger environment. The question of who decides what controls are established is bound to be somewhat inflamatory. Only 14% of the organized townships in Maine have zoning laws which reflects either the lack of need or the outright refusal to zone. In view of the statistics on tourism and the recent zoning mandate for coastal waters, land use regulation should be very much of an issue in October 1973.

EDUCATIONAL VALUE:
Traditionally, land use in Maine has proceeded without design or sound planning. There are exceptions, such as the claimed good management and long range planning of the forest product industry. Now, however, with high ecological consciousness and pressures from the BosWash corridor in juxtaposition, sound planning is very much in order for Maine. Planning on a statewide basis for the future is without precedent, and yet pressures of considerable immediacy require statewide planning. Federal funds have recently been made available for this kind of planning; the availability of funds has in turn spawned many state agencies to administer the funds. The question of overlapping functions in government is suddenly critical as land use continues to become an important issue. As there is a sudden demand for planning, the danger expressed by many is that the state will back into the future by looking in a rear view mirror—plans will be based on past experience only. Completely new ways of thinking are necessary to even approach a solution of the land use problem. Our service, educationally, would be to point up the need for new ways of thinking and to give exposure to some of the agencies that have approached the problem from a completely different viewpoint. The Allagash Group is one such agency. We also could draw in points of view from other states such as Vermont, where tourism is no longer officially encouraged. We also would be serving our educational function well by simply illuminating for the general public the various functions of agencies involved in the land use question. This would be in the area of a civic service. Finally, and perhaps most importantly, the viewer-active process could be used to highlight the public's role in the land use question as it relates to the future of the state.

In summary, our educational purpose would be threefold: 1) the dissemination of information regarding agencies concerned with land use; 2) the place of the citizen in planning for the future; and 3) the need for new thinking patterns to resolve a highly complex problem. All of these objectives could be attained within the program limitation for both the adult and school audiences.

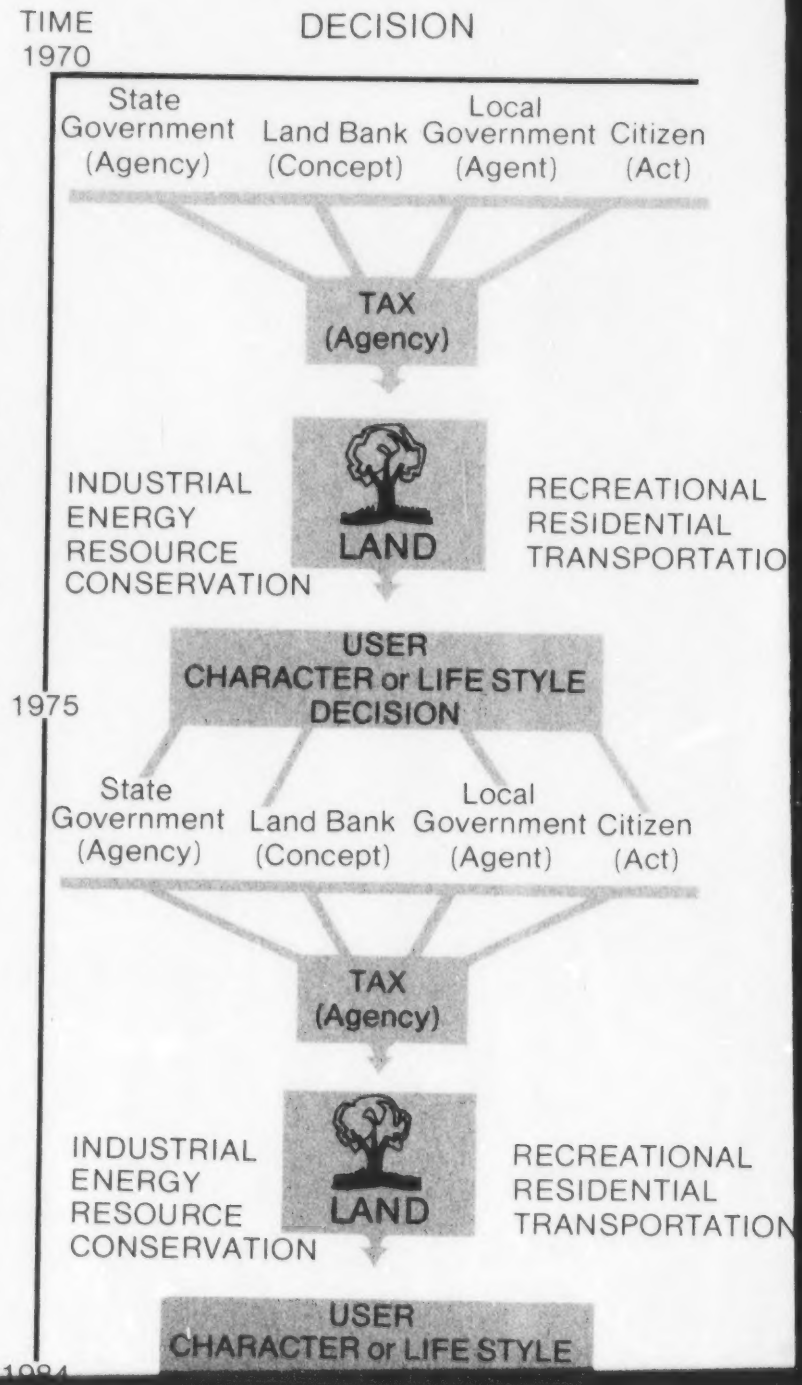
EVALUATION:
The land use problem has built into it many quantifiable components which could be tested after airing. Such questions as "how does the DEP function" fall into the quantifiable category. In a more general way, questions like "how do you function as a citizen in the land use question" would reveal program effectiveness as well.

Qualities and value judgements are much more difficult to evaluate, insofar as prior prejudices must be known. A question such as "Do you believe in state control of land?" before and after the program could reveal our effectiveness in overcoming set patterns of value judgements. This would mean that questionnaires with this kind of item would have to go out to the public as promotional material prior to programming and be repeated after programming.

Program content in a Land Use series would be quite dense. For the evaluator, this makes the job easier insofar as there is more testable material which can easily be categorized and monitored for program effectiveness. The overall impact of this kind of a program could easily be gleaned.

POSSIBLE TREATMENTS:
In thinking of possible treatments and formats, the following diagram is helpful in showing the **process** of land use and its effects. The diagram is designed to illustrate that "character" or "life style" is largely determined by land use decisions over a period of time. The diagram also shows various interests that seek equilibrium in land use.

This process chart shows that the character of a given community could change drastically as a **direct consequence of land use decisions**. It is helpful to keep in mind also that land use decisions are often irreversible, or, if they are reversible, the process is very expensive. With this general background, the following two possibilities are presented as treatments:



TREATMENT I — MAINE, 1984

Program 1: In the year 1973, all of the parties and agencies on the chart are shown to be in conflict over a particular tract of land. Self-interested parties bid on the land for a particular use and the regulatory agencies try to impose their regulations. A news special type format is in order here. With this information the viewers, as citizens, vote on how the land is to be used.

Program 2: We see what **impact** decision one has had on the land, the environment and the community structure and character. We talk to concerned parties and find problems—a community in stress. A man in the street sampling could be effective to make the program have some immediacy. How will the stress be relieved? Interviews with mayor, state agencies, etc. What agency or agencies make the decisions? Alternatives are presented. Audience votes on methods of planning.

Program 3: 1977. Audience selected agency proposes land use alternatives. These are subjected to hearings (highlights **only** shown). Audience votes on the most desirable land use **program.**

Program 4: 1984. Effects of impact of new land use planning are shown. Broader scope planning and irreversibility factors are dealt with. Stress is shown, but it will not be as severe as in Program 2. Now community is shown to be thinking of future in broader terms. Other alternative land use policies are explored. Audience votes on a new possible plan.

Program 5: The Present. The decision from Program 4 is applied to the situation in Program 1 and followed through logically to 1984 revealing a very different situation than that in Program 4. Wrap up would include discussion of current situation and the need for planning, the citizen's role in planning and the role of various agencies.

TREATMENT II

This treatment stays in the present and focuses on different agencies bidding on a specific parcel of land. While the planning component is not highlighted in this treatment, the human interest factor is.

Program 1: Farmer Ben owns 200 acres of choice real estate which is no longer profitable for him due to reduced markets, a change in his family structure (due to the lure of the city) and a relatively high increase in his property tax. He has sought assistance from several agencies, but still cannot make his books balance. Developers, the State Park agency and various industries have made attractive bids on his land. Selling at a high profit would put Farmer Ben into semi-retirement. But he would have to change his way of life by moving into a more urban environment and perhaps living in a trailer or an apartment. The audience bids on the land as developer, park commissioner, etc.

Program 2: Community reaction to the sale of Ben's land are shown. Plans for the use of the land are revealed. Ben is shown in his new environs with his reactions being mixed, but basically positive. The impact of the new land use on the community raises several questions. Hearings are held (we show only highlights and summary statements). Actual alternative development plans are shown and audience chooses.

Program 3: The process of development is shown with all the regulatory agencies participating. Labor impact is highlighted, service industry is brought in. There is some conflict in various overlapping state agencies. The audience votes on several options in the program related to service industries.

Program 4: Neighboring tract of land, owned by Farmer Amos, is about to be assimilated in the same or like process as was Farmer Ben's land. What should Amos do? Ben and Amos discuss the alternatives. What Amos learned from Ben's experience is pitted against the actual pressures of the high bid.

Program 5: Wrap up consists of other alternatives played out in Ben's case and how they might affect Amos' situation and the community as a whole. Audience is given the same choices as Program 1, only live discussion on the air as vote is tallied.

APPENDIX B

HOW DO YOU FEEL ABOUT ME.?

NAME
ADDRESS
AFFILIATION

MPBN is planning a series of telecasts on LAND USE in Maine. We need to know how you feel about this issue in order to plan an effective series. Would you please answer the following questions and give us your **name, address** and **affiliation**. We will contact you again with a similar questionnaire after the series has been broadcast in October. Multiple responses to each question are permitted.

1. Are you a full time resident of Maine?

Yes	No	Other
90.6%	9.0%	.05%

2. Do you own property in Maine?

Yes	No	Other
52.4%	47.2%	.05%

3. In which of the following recreational activities do you participate? Check where appropriate.

Skiing	Boating	Swimming	Camping	Hiking
39.6%	53.8%	74.5%	64.2%	60.4%

Snowmobiling	Fishing	Hunting	Golf
8.0%	40.1%	21.7%	5.2%

4. Are there ample facilities in the state for your recreational needs?

Yes	No	Other
82.1%	14.6%	3.3%

5. Are these facilities owned privately?

Yes	No	Other
57.1%	19.3%	23.6%

By the state?

Yes	No	Other
54.7%	17.9%	27.4%

6. Should recreational facilities be owned by the state?

Yes	No	Other
76.9%	8.0%	15.1%

Owned by private interests?

Yes	No	Other
50.5%	26.9%	22.6%

7. Should usage of these facilities by out-of-staters be restricted?

Yes	No	Other
40.1%	49.5%	10.4%

8. Are the recreational facilities you use overcrowded?

Yes	No	Other
44.8%	45.3%	9.9%

9. Do you think Maine highways are over-crowded?

Yes	No	Other
31.6%	61.3%	7.1%

10. Do you favor an east-west interstate highway?

Yes	No	Other
43.9%	52.4%	3.8%

11. Do you feel the timberlands of the state are well managed?

Yes	No	Other
29.7%	49.1%	71.2%

12. Do you favor state regulation of private lands?

Yes	No	Other
52.8%	40.1%	7.1%

13. In general, do you feel the industries in Maine take more out of the state than they put in?

Yes	No	Other
64.6%	24.5%	10.8%

14. Do you favor an oil refinery on the Maine coast?

Yes	No	Other
18.4%	76.9%	4.7%

15. Do you feel the communities have planned well for the disposal of solid waste?

Yes	No	Other
6.1%	86.8%	7.1%

16. At what level do you feel planning of land should occur?

Federal	State	Local	Private Interests
25%	69.8%	64.2%	25.9%

17. Do you feel tourism should be encouraged in Maine?

Yes	No	Other
51.4%	42.9%	5.7%

18. Do you feel more industries should be encouraged to locate in Maine?

Yes	No	Other
57.1%	34.4%	8.5%

19. Generally, would you:

a. try and preserve the state as it is? 27.4%
b. develop it more for recreation & industry? 34.0%
c. prohibit industry and convert Maine to a national park? 3.3%
d. none of the above 1.9%

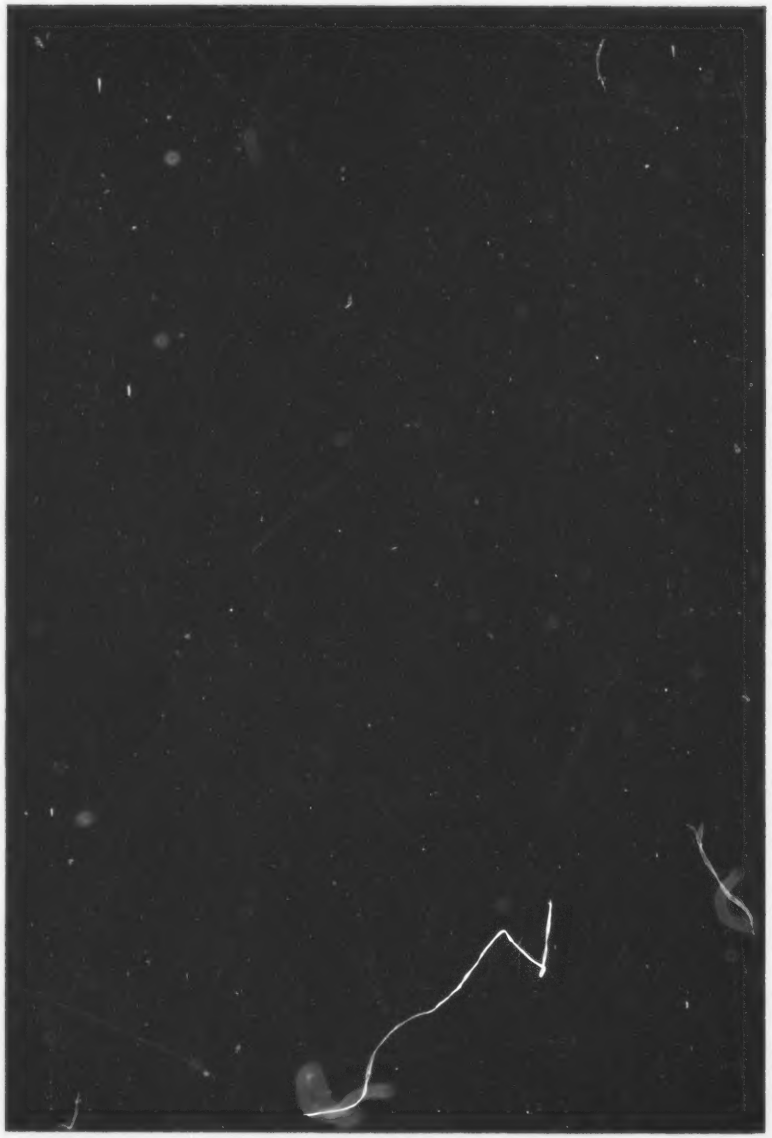
If your answer is (d.) please explain:

20. Which of the following agencies could you describe fully?

	Yes	No
Land Use Regulation Commission	26.9%	71.7%
Department of Environmental Protection	28.3%	71.7%
Audubon Society	42.5%	57.5%
Sierra Club	37.7%	62.3%
Natural Resources Council	24.5%	75.5%
Landowners Association	9.4%	90.6%
Congress of Lake Associations	7.5%	92.5%
Natural Resources Committee	9.0%	91.0%
State Planning Office	16.0%	84.0%
Department of Commerce and Industry	9.0%	91.0%
The Allagash Group	17.5%	82.5%
The Nature Conservancy	22.2%	77.8%
Maine Recreational Authority	9.0%	91.0%
State Department of Parks and Recreation	36.8%	62.7%
Inland Fish and Game Department	9.0%	

	Yes	No	Other
21. Do you feel the general public in Maine is taxed fairly?	9.9%	14.6%	2.8%
22. Do you feel industry is taxed fairly in Maine?	6.6%	12.3%	8.5%
23. Do you feel the state distributes tax monies effectively in the interest of the public?	5.2%	10.8%	11.3%

24. GENERAL COMMENTS



APPENDIX C

THE LAND AND ME

PROGRAM EFFECTIVENESS EVALUATION

Part I: Answers to Selected Questions Before and After the Programs

Section A: Audience Characteristics

Age [1] Before	[2] After	
10.1%	2.5%	12 or less
34.2	5.8	13 to 17
16.3	9.1	18 to 24
10.9	19.3	25 to 33
14.4	30.9	34 to 50
10.1	20.7	51 to 64
3.9	11.6	65 or over

Sex Before	After	
57.2%	69.1%	Male
42.8	30.9	Female

Marital Status Before	After	
34.6%	73.1%	Married
65.4	26.9	Single

Highest Grade Completed Before	After	
7.8%	0.0%	5
1.6	1.1	6
7.8	1.1	7
3.1	2.2	8
4.3	0.7	9
2.3	2.5	10
24.1	3.3	11
7.4	9.1	High School Grad
9.7	14.2	Attended College
31.5	64.0	College Grad

County Live In Before	After	
3.5%	5.1%	Androscoggin
4.3	5.1	Aroostook
9.3	10.9	Cumberland
0.8	2.2	Franklin
3.1	6.9	Hancock
8.6	13.5	Kennebec
5.1	3.6	Knox
7.4	4.4	Lincoln
5.8	8.0	Oxford
29.6	21.8	Penobscot
1.2	2.2	Sagadahoc
6.6	2.9	Somerset
1.6	5.1	Waldo
9.3	3.3	Washington
3.9	4.4	York

Home Ownership Before	After	
88.7%	78.9%	Own Home
10.9	20.4	Do Not Own Home
0.4	0.7	No Response

Own Land Other Than Home Before	After	
56.4%	52.0%	Own Land
40.5	46.9	Do Not Own Land
3.1	1.1	No Response

Section B: Audience Knowledge About Land Use

Q. 11 The Land Use Regulation Commission is:

Before	After	
11.7%	5.5%	a citizens group
13.2	2.5	a federal agency
60.7	80.0	a state agency
10.5	4.7	your local planning board
3.9	7.3	multiple responses

Q. 12 A land trusts purpose is to:

Before	After	
7.4%	2.9%	develop land for a profit
9.7	3.3	develop land for poor people
45.1	54.2	make land available to many people
28.0	24.0	act as a citizens environmental group
9.7	15.6	multiple responses

Q. 13 The strip developer usually:

Before	After	
52.1%	69.5%	subdivides property into lots and sells
17.1	12.7	strips land for mining purposes
21.0	5.5	tears down old housing and puts up new buildings
9.7	12.4	multiple responses

Q. 14 Cluster Housing has:

Before	After	
27.6%	21.5%	high impact on the environment
14.0	21.5	low impact on the environment
44.7	39.3	houses close together
2.7	0.7	no value to the realtor
10.1	17.1	multiple responses

Q. 15 Zoning is approved by:

Before	After	
40.1%	40.0%	your local planning board
3.1	2.5	the town manager
40.5	45.8	the citizens of the town
11.3	1.5	the Federal Government
5.1	10.2	multiple responses

Q. 16 A land inventory is:

Before	After	
11.3%	5.8%	a list of land for sale
19.8	9.5	a list of State owned land
63.4	76.4	a description of all the physical characteristics of the land
5.4	8.4	multiple responses

Q. 17 All land taxes in Maine are:

Before	After	
4.7%	1.1%	the same
23.0	27.3	different
12.8	7.6	set by the State tax assessor
54.5	54.2	different according to how land is used
5.1	9.8	multiple responses

Q. 18 Inflation tends to drive the price of land:

Before	After	
90.7%	96.0%	up
3.9	1.8	down
3.9	1.5	not affect land prices
1.6	0.7	multiple responses

1 N - 257
2 N - 275

Section C: Audience Attitudes Toward Land Use

Q. 19 Out of Staters coming to Maine to buy land:

Before	After	
5.8	0.7	have no effect on land use in the state
21.8	20.0	have a positive effect because they pay taxes
66.5	66.2	a negative effect because they drive the price of land up
5.9	13.1	multiple responses

Q. 20 Citizens:

Before	After	
3.1%	1.5%	have no effect on how land is used
76.7	88.0	can work through local government to influence land use policy
17.5	5.5	can only control land use by owning land
2.8	5.1	multiple responses

Q. 21 Recreational use of land is:

Before	After	
23.7%	24.0%	good for people of Maine because it brings income to the State
7.4	2.2	is bad for the people of Maine because it drives prices up
66.1	66.2	is good on a limited basis
2.7	1.8	multiple responses

Q. 22 Industrial use of land should be:

Before	After	
9.7%	16.7%	encouraged
14.4	7.6	discouraged
5.8	1.5	controlled by industry
46.7	45.1	controlled by State
15.6	9.8	determined by how many jobs the industry provides
7.8	19.3	multiple responses

Q. 23 Land use policy should be determined by:

Before	After	
42.0%	37.8%	the State
7.0	2.5	the Federal Government
2.3	1.8	private business
39.7	33.8	citizens' group
8.9	24.0	multiple responses

Q. 24 The State of Maine should:

Before	After	
22.6%	16.7%	be preserved as it is
49.4	56.0	be developed more for clean industry and recreation
6.2	2.2	be converted to a national park
17.5	19.3	none of the above
4.3	5.8	multiple responses

Q. 25 The State spends:

Before	After	
15.6%	8.4%	too many tax dollars in land use planning
66.9	63.6	not enough tax dollars in land use planning
8.9	12.7	just the right amount of money in land use planning
8.6	15.3	multiple responses

Q. 26 In 1984 your community will change because:

Before	After	
33.5%	38.9%	of the economic factors nationwide
8.6	8.0	citizens have planned for change
22.2	10.5	today's children are environmentally conscious
24.9	20.7	things just change
10.9	21.8	multiple response

Part II: Respondent's Evaluation of "Land and Me" Programs

Q. 1 How did you learn about "The Land and Me?"

8.4%	Newspaper stories
2.2	Newspaper ads
3.3	Radio promotion
5.8	TV Guide
24.0	MPBN promotion
3.3	Organization
4.7	Newsletter
25.1	Multiple sources
23.3	No response

Q. 2 Where did you view "The Land and Me" programs

56.0%	At home
11.3	At school
1.8	At work
30.9	No response

Q. 3 Did you view the program with other people?

30.5%	Yes, viewed it with family
5.8	Yes, viewed it with friends
10.9	Yes, viewed it in school
21.1	No, viewed it alone
31.6	No response

Q. 4 Did you discuss "The Land and Me" programs with anyone after you had watched them?

53.1%	Yes
16.7	No
30.2	No response

Q. 5 Did you vote at the end of the programs?

31.3%	Yes
34.3	No
29.5	No response

Q. 5A If you answered **NO**, why didn't you vote?

Number	
11	Didn't see end of program
8	Didn't want to
8	Didn't see it
8	No point in it

Q. 5B If you answered **YES** was voting difficult?

8.7%	Yes
22.5	No
68.7	No response

Q. 5B If you answered **YES**, why was the voting difficult?

Number	
11	No point in it
8	Lines busy

Q. 6 Did the programs hold your interest (rate each program)

	Very Interesting	Interesting	Neutral	Uninteresting	Very Uninteresting	No Response
Program I—Who should buy the land	22.2%	12.0%	9.1%	4.4%	2.9%	49.5%
Program II—Planning for the future	13.5	13.8	10.5	4.0	3.6	54.5
Program III—Government process (LURC)	9.1	12.7	10.9	5.1	3.6	58.5
Program IV—The land in 1984 & Panel Discussion	8.4	11.6	5.8	5.1	2.9	66.2
Program V—The land in 1984 & Panel Discussion	10.9	10.2	7.6	4.0	2.5	64.7

Q. 7 Did the programs seem real to you?

46.2% Yes
13.1 No
40.7 No response

Q. 8 Did you play the "Eco-Acres" game?

17.1% Yes
47.3 No
35.6 No response

Q. 9 How many programs did you watch?

11.3% 1
9.5 2
9.8 3
9.5 4
21.5 5
38.5 No Response

Q. 10 In general, the programs:

4.4% made me aware of land use programs
1.1 entertained me
1.8 increased my understanding of government process
1.8 made me aware of environmental problems
1.5 made me aware of economic needs
8.4 made me think about local land use problems
40.7 multiple responses
40.4 No response

Q. 11 Do you watch MPBN regularly?

33.1% once in a while
14.2 about once a week
21.5 several times a week
13.1 almost every day
18.2 No response

Q. 12 What channel do you watch MPBN on?

0.4% 2
0.4 3
0.4 8
41.8 10
29.5 12
1.8 13
25.5 No response

Q. 13 What were the **most** and **least** interesting parts of the series for you?

	Very Interesting	Interesting	Neutral	Uninteresting	Very Uninteresting	No Response
The Five telecasts	15.6%	13.1%	8.0%	3.3%	3.3%	56.7%
The "Eco-Acres" Game	10.9	5.5	5.5	2.9	6.2	69.1
The Voting Process & Reports	5.8	9.1	8.7	4.7	6.2	65.5
The Viewer Guide	4.4	7.6	9.5	3.6	5.8	69.1

A MORE DETAILED PRESENTATION OF THE DATA OBTAINED IS AVAILABLE AS A SEPARATE REPORT.

EVALUATION FORM

Please fill out both sides

mpbn

The Maine Public Broadcasting Network is constantly striving to bring high quality informational programs to the citizens of Maine. You can help us determine the effectiveness of some of our programming by filling out this questionnaire and returning it immediately in the enclosed postage free envelope. Thank you in advance for your cooperation.

1. What is your age?
   ( ) 12 or less
   ( ) 13 to 17
   ( ) 18 to 24
   ( ) 25 to 33
   ( ) 34 to 50
   ( ) 51 to 64
   ( ) 65 or over

2. What sex are you?
   ( ) Male
   ( ) Female

3. What is your marital status?
   ( ) Married
   ( ) Single

4. How many individuals are here in your household?
5. What town do you live in?
6. What is your occupation?

7. What is the highest grade of school which *you* have completed? (Circle highest grade completed)

K 1 2 3 4 5 6 7 8 9 10 11 High School Graduate Attended College College Graduate

8. What county do you live in?

( ) Androscoggin	( ) Hancock	( ) Oxford	( ) Somerset
( ) Aroostook	( ) Kennebec	( ) Penobscot	( ) Waldo
( ) Cumberland	( ) Knox	( ) Piscataquis	( ) Washington
( ) Franklin	( ) Lincoln	( ) Sagadahoc	( ) York

9. Do you own your home?
   ( ) Own home or live with parents who own home?
   ( ) Do not own home or live with parents who do not own home
10. Do you own land in Maine other than your home?
    ( ) Own land or live with parents who own land
    ( ) Do not own land or live with parents who do not own land in Maine
11. The Land Use Regulation Commission is:
    ( ) a citizens group
    ( ) a federal agency
    ( ) a state agency
    ( ) your local planning board
12. A land trusts' purpose is to:
    ( ) develop land for a profit
    ( ) develop land for poor people
    ( ) make land available to many people
    ( ) act as a citizens environmental group
13. The Strip developer usually:
    ( ) subdivides property into lots & sells
    ( ) strips land for mining purposes
    ( ) tears down old housing and puts up new buildings
14. Cluster Housing has:
    ( ) high impact on the environment
    ( ) low impact on the environment
    ( ) houses close together
    ( ) no value to the realtor
15. Zoning is approved by:
    ( ) your local planning board
    ( ) the town manager
    ( ) the citizens of the town
    ( ) the Federal Government
16. A land inventory is:
    ( ) a list of land for sale
    ( ) a list of State owned land
    ( ) description of all the physical characteristics of the land
17. All land taxes in Maine are:
    ( ) the same
    ( ) different
    ( ) set by the State tax assessor
    ( ) different according to how land is used
18. Inflation tends to drive the price of land:
    ( ) up
    ( ) down
    ( ) not affect land prices
19. Out of Staters coming to Maine to buy land:
    ( ) have no effect on land use in the state
    ( ) have a positive effect because they pay taxes
    ( ) a negative effect because they drive the price of land up
20. Citizens:
    ( ) have no effect on how land is used
    ( ) can work through local government to influence land use policy
    ( ) can only control land use by owning land
21. Recreational use of land is:
    ( ) good for people of Maine because it brings income to the state
    ( ) is bad for the people of Maine because it drives prices up
    ( ) is good on a limited basis
22. Industrial use of land should be:
    ( ) encouraged
    ( ) discouraged
    ( ) controlled by industry
    ( ) controlled by the state
    ( ) determined by how many jobs the industry provides
23. Land use policy should be determined by:
    ( ) the state
    ( ) the federal government
    ( ) private business
    ( ) citizens' group
24. The State of Maine should:
    ( ) be preserved as it is
    ( ) be developed more for clean industry and recreation
    ( ) be converted to a national park
    ( ) none of the above
25. The State spends:
    ( ) too many tax dollars in land use planning
    ( ) not enough tax dollars in land use planning
    ( ) just the right amount of money in land use planning
26. In 1984 your community will change because:
    ( ) of the economic factors nationwide
    ( ) citizens have planned for change
    ( ) todays children are environmentally conscious
    ( ) things just change

EVALUATION

1. How did you learn about "The Land and Me?"
   Newspaper Stories _____ TV Guide _____
   Newspaper Ads _____ MPBN Promotion _____
   Radio Promotion _____ Organization _____
   Newsletter _____

2. Where did you view "The Land and Me." programs?
   At home _____
   At school _____
   At work _____

3. Did you view the program with other people?
   _____Yes, viewed it with family
   _____Yes, viewed it with friends
   _____Yes, viewed it in school
   _____ No, viewed it alone

4. Did you discuss "The Land and Me." programs with anyone after you had watched them?
   _____YES _____ NO

5. Did you vote at the end of the programs? _____ YES _____ NO

A. If you answered NO, why didn't you vote? _____

_____

B. If you answered YES, was voting difficult? _____ YES _____ NO

If you answered YES, why was the voting difficult? _____

_____

6. Did the programs hold your interest? (rate each program)

		Very interesting				Not Interesting
Program I	- Who should buy the land	1	2	3	4	5
Program II	- Planning for the future	1	2	3	4	5
Program III	- Government process (LURC)	1	2	3	4	5
Program IV	- The land in 1984 & Panel discuss.	1	2	3	4	5
Program V	- The land in 1984 & Panel discuss.	1	2	3	4	5

7. Did the programs seem real to you? YES ____ NO ____

8. Did you play the "Eco-Acres" game? YES ____ NO ____

9. How many programs did you watch? 1 2 3 4 5

10. In general, the programs: (check where appropriate)
   ( ) made me aware of land use programs
   ( ) entertained me
   ( ) increased my understanding of government process
   ( ) made me aware of environmental problems
   ( ) made me aware of economic needs
   ( ) made me think about local land use problems
   ( ) other _____ (please specify)

11. Do you watch MPBN regularly?
   ( ) once in a while
   ( ) about once a week
   ( ) several times a week
   ( ) almost every day

12. What channel do you watch MPBN on? _____

13. What were the most and least interesting parts of the series for you?

	Very interesting				Not interesting
The Five Telecasts	1	2	3	4	5
The "Eco-Acres" Game	1	2	3	4	5
The Voting Process & Reports	1	2	3	4	5
The Viewer Guide	1	2	3	4	5

14. Do you have any comments on how the program, "The Land and Me." might have been improved? _____

_____

_____

_____

mpbn

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( ) Female

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( ) Single

4. How many individuals are here in your household?

5. What town do you live in?

6. What is your occupation?

7. What is the highest grade of school which *you* have completed? (Circle highest grade completed)

K 1 2 3 4 5 6 7 8 9 10 11 | High School Graduate | Attended College | College Graduate

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( ) Cumberland	( ) Knox	( ) Piscataquis	( ) Washington
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( ) down
( ) not affect land prices

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( ) the federal government
( ) private business
( ) citizens' group

24. The State of Maine should:
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( ) be converted to a national park
( ) none of the above

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( ) too many tax dollars in land use planning
( ) not enough tax dollars in land use planning
( ) just the right amount of money in land use planning

26. In 1984 your community will change because:
( ) of the economic factors nationwide
( ) citizens have planned for change
( ) todays children are environmentally conscious
( ) things just change

MAINE LAND LAWS

Changing the use of land is no longer as free as it was in the past. Some land uses have had such serious consequences that we have been forced to regulate land development to minimize environmental damage. The new rules are not complex or overly technical.

Landguard Trust, a non-profit corporation engaged in land use planning, has prepared this listing so that the layman (non-lawyer) would better understand the Maine laws most important to development and environmental protection. This list is not complete. There may be other rules or laws which affect more specialized specific land uses. Nor is it a restatement of the law. It is merely a synopsis of Maine environmental laws. Professional advice and the assistance of the administering agency should generally be sought before application to a specific land use.

We have listed rules which protect the environment from damaging land use. These rules come from more than one source. The most important rules are legislative enactments or statutes. But other rules come from the State Constitution, the Federal Constitution, Federal Law and the rules of government agencies adopted under statutory guidelines. One other source is the decisions of the courts. This list focuses on legislative rules which we call environmental laws.

Use of such a list implies that proposed land use changes be first described. Many people routinely omit important changes in land use that can affect the environment. We suggest that the user of this list carefully analyze every and any change that a proposed land use will have on a piece of land and its surroundings. It is usually helpful to take a systems approach to this. Draw a circle around the property and look at everything that moves onto the property in the course of land use change. These will be the inputs. Do the same thing for things that move out of the property. These will be outputs. Calculate the effects of these inputs and outputs on the surrounding land and land uses. Compare these effects to the list of laws that follow. Use these same inputs and outputs to determine changes within the property. For example if wood is coming out then trees must be cut. Isolate small portions of the property and note the inputs and outputs to that portion. Then compare those inputs and outputs to the list of laws that follow.

It is most important to look for

1) Changes which affect land ownership, such as subdivision, leasing, easements.

2) Change which affects the present state of vegetation, soil, air, or water, such as tree cutting, excavating or altering stream courses.

3) Change which adds things and new uses to the land, such as new structures, new fumes, new septic waste.

4) changes which have new impact on nearby natural areas, nearby structures, or nearby uses such as noise affecting camping areas, increased traffic affecting residential areas, or adverse impact on historic areas.

LANDGUARD TRUST, INC.

A nonprofit Maine corporation encouraging sound land use in Maine • L. M. C. Smith, Freeport, chairman • John McKee, Brunswick, vice chairman • Mrs. Robert L. Dow, Augusta • Alexander B. Adams, Sorrento • Dr. Joseph L. Fisher, Cherryfield • Robert W. Patterson, Mt. Desert • Edward T. Richardson, Jr., Portland • Clinton B. Townsend, Skowhegan

Compiled by Richard L. Robbins, former Executive Director of, and now consultant to, Languard Trust and Senior Staff Member American Society of Planning Officials, Chicago, Illinois.

Additional copies are available from Natural Resources Council, 20 Willow Street, Augusta, Maine 04330. 10 copies $1; 100 copies $7; 500 copies $30.

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Note: The NRC has had Maine Land Laws revised and republished in August 1973.

I. Zoning and Land Use Control in the Unorganized Territory

Administered by: Maine Land Regulation Commission (LURC)

Statute: 12 M.R.S.A. 681-689 (See Commission Rules and Regulations)

Detailed rules and regulation control development in areas without municipal government. The Commission may regulate all development including:

"any land use activity or activities directed toward using, reusing or rehabilitating air space, land, water or other natural resources."

LURC will map out specific areas called Land Use Guidance Districts. Only harmonious land uses will be permitted in those areas. Four major Districts will be mapped. They include protection districts "where development would jeopardize significant natural, recreational and historic resources"; management districts including "those lands which are currently being utilized for commercial forest product or agricultural uses"; holding districts for future use; and development districts for residential, recreational, commercial or industrial use. Various subdistricts may also be created.

Detailed rules called Land Use Guidance Standards control the specific uses permitted in each district. Existing uses may also be regulated.

A Commission permit is needed for any new structure, or development in most Districts. Subdivision of land requires Commission approval. In management districts there is no control of commercial forest product uses or agricultural uses.

By January, 1975 the Commission must complete a Comprehensive Land Use Guidance Plan, locate temporary Land Use Guidance Districts and adopt Interim Land Use Guidance Standards.

II. Great Ponds Protection

Administered by: Board of Environmental Protection (Department of Environmental Protection)

Statute: 38 M.R.S.A. 380 - 385, 424

A permit is required "for construction and maintenance of causeways, bridges, marinas, wharves and permanent structures, or deposit of fill in, on, over or abutting on great ponds or for dredging in great ponds."

All inland waters in excess of ten acres and artificial water bodies of more than thirty acres where the shore is owned by more than one person are considered great ponds.

The Board of Environmental Protection must grant a permit if the applicant shows that the proposed activity:

a. will not unreasonably interfere with existing recreational, navigational, scenic and aesthetic uses;

b. nor otherwise unreasonably interfere with or harm the natural environs of the great pond or tributary, river or stream;

c. nor cause unreasonable soil erosion;

d. nor unreasonably interfere with the natural flow of any waters;

e. nor create or cause to be created unreasonable noise or traffic of any nature;

f. nor unreasonably harm any fish or wildlife habitat;

g. nor lower the quality of any waters.

The Fish and Game wardens will assist in enforcing the law.

The Board may classify the great ponds as to trophic conditions and establish guidelines for sewerage disposal and other waste control systems to prevent environmental damage. Also the Commissioner may appoint voluntary water quality monitors to take water samples.

III. Waterways Protection

Administered by: Commissioner of Inland Fish and Game

Statute: 12 M.R.S.A. 2203, 2205

No dam may be built in any waterway without first giving notice to the Commissioner. A permit is required to bulldoze, fill or dredge between the banks of any waterway capable of floating watercraft. No permit is needed for private crossings and dams altering less than 100 feet of shore or for certain other uses.

IV. Wetlands Control

Administered by: Board of Environmental Protection (Department of Environmental Protection) and Municipality

Statute: 12 M.R.S.A. 4701-4709; 12 M.R.S.A. 4751-4758

No owner may fill, dredge, or alter any coastal wetland or drain or deposit sanitary sewage into or on any coastal wetland without a permit from the Board and approval of the municipality.

Coastal wetlands include "any swamp, marsh, bog beach, flat or other contiguous lowland above extreme low water which is subject to tidal action or normal storm flowage at any time excepting periods of maximum storm activity." Owners are held responsible for any illegal activities on their land.

The Maine courts have held that owners must be compensated for any restrictions imposed for the purpose of "preservation" but not those aimed at preventing pollution or protecting public health. In 1971 the Legislature responded to this decision with a second Wetlands law. The Board is to set rules regulating wetlands alteration. Owners could appeal from the rules if the order deprived the owner of the reasonable use of the property or constituted the equivalent of a "taking without compensation." If the court found such a "deprivation" or "taking" and if specific health and environmental dangers were shown to exist the Board could negotiate for purchase or condemn the land by paying a just price.

V. Oil Discharge Prevention

Administered by: Board of Environmental Protection (DEP)

Statute: 38 M.R.S.A. 541-557

The discharge of oil petroleum products or their by-products is prohibited

a. into or upon any coastal waters, estuaries, tidal flats, beaches and lands adjoining the seacoast of the state,

b. or into any river, stream, sewer, surface water drain,

c. or other waters that drain into the coastal waters.

Board rules prescribe reporting procedures for oil discharges, operating methods, and inspection requirements for oil facilities. Licensing requirements extend to every oil facility transferring processing or storing

oil except those storing no more than five hundred barrels or not transferring oil to or from the tidal waters. Small marinas selling directly to the consumer are exempted from licensing requirements.

All oil discharge into or draining into coastal waters is prohibited. Persons responsible for illegal discharges must immediately undertake cleanup. The Board may also order cleanup. Licensees are liable for all costs.

A coastal protection fund supported by a fee of one-half cent per barrel transferred pays the costs of Board-ordered cleanup and supports research and development into discharge prevention and cleanup methods.

The Maine Supreme Judicial Court has upheld the statute establishing the coastal protection fund.

VI. Protection and Improvement of Water
Administered by: Board of Environmental Protection (DEP)
Statute: 38 M.R.S.A. 361 - 454

Surface waters, tidal waters, and coastal streams are classified for permitted pollutant content and suitability for various uses. All discharges must be licensed and must be given the best practicable treatment. Applications for licenses must be made by December 31, 1973. They are granted for not less than three years nor more than five; and they may be revoked, suspended, or modified if there is a violation or changed conditions requiring reduction or elimination of the licensed discharge. When ownership is transferred any discharge license becomes void and a new one must be secured.

The Board may classify all waters, require the use of monitoring devices and inspection where appropriate, and collect fees to help defray the expenses of data collection and distribution. It will issue licenses only if it finds the discharge will not lower the quality of the water, unless such lowering is judged the result of necessary economic development. Private rights against a licensed discharge are limited.

Refuse may not be deposited on the banks of waterways. Mercury, radiological, chemical or biological warfare agents, and other substances classified as toxic may not be discharged into the water. High phosphate detergents are banned. By December 31, 1973 every solid waste disposal area must be at least three hundred feet from any classified body of water.

Inland waters, including waters under the jurisdiction of the International Joint Commission of the U.S. and Canada may not be used for transport, storage or curing of lumber without a license after October 1, 1976.

VII. Site Location of Development
Administered by: Board of Environmental Protection (DEP)
Statute: 38 M.R.S.A. 481-488

All development including subdivision of land must be approved by the Board when the development:

a. otherwise requires a license from the Board (such as for waste discharge, waterway use, air pollution);

b. or, occupies a land or water area in excess of twenty acres;

c. or, contemplates removal of natural resources;

d. or, occupies a structure of over 60,000 square feet floor area.

Development must be approved before construction begins. Prior approval is also required precedent to sales of subdivided land. A subdivision is defined as:

"the division of a parcel of land into 5 or more Lots any one of which is less than 10 acres in size if said lots make up an aggregate land area of more than 20 acres and are to be offered for sale or lease to the general public during any 5 year period."

The Board must be notified before development begins. Within thirty days of notification the Board must approve or disapprove the development or schedule a hearing. The developer may request a hearing after decision.

A development or subdivision will be approved when it meets the following criteria:

1. The developer has financial capacity and technical ability to meet state air and water pollution control standards and has made adequate provision for solid waste disposal and control of offensive odors, and the securing and maintenance of sufficient and healthful water supplies.
2. The developer has made adequate provision for traffic movement of all types out of or into the development area.
3. The developer has made adequate provision for fitting the development harmoniously into the existing natural environment and the development will not adversely affect existing uses, scenic character, or natural resources.

The statute is currently under court review.

VIII. Mining and Rehabilitation of Land
Administered by: Board of Environmental Protection (DEP)
Statute: 10 M.R.S.A. 2201-2215

Mining is prohibited without Board approval of a mining plan. Mining is broadly defined and includes both breaking the soil to remove solid matter and treatment of that solid matter. Mere exploration, sand and gravel operations or removal of not more than 1,000 cubic yards in a calendar year are exempted.

The mining plan must describe the physical characteristics of the mining operation, and include a plan and time schedule for reclamation of affected land.

IX. Outdoor Advertising
Administered by: Department of Transportation
Statute: 32 M.R.S.A. 2711-2723

Detailed regulations control the number, location size and height of on-premise and off-premise signs.

On premise signs must be within 1,000 feet of the building in which the advertised use is housed but not within 33 feet of the centerline of road right-of-ways less than 66 feet nor within 20 feet of the paved portion of roads of more than two travel lanes and pavement exceeding 24 feet. Permits are required for all off-premise signs.

Flashing and moving signs are prohibited. No signs may be placed on trees, rocks or other natural features.

Special regulations apply to signs near parks, schools and churches and in commercial and industrial areas. Furthermore, no advertisements may be erected that can be seen from the ramps, interchanges, or any portion of the roadway on the Interstate System, the primary system, and scenic highways.

X. Roadside Forest Practices
Administered by: Forest Department
Statute: 12 M.R.S.A. 519

Clearcutting is prohibited as a woods harvesting practice within one hundred feet of the right-of-way of a numbered highway. Clearcutting is permitted, however, on agricultural lands, lands under development, for access roads, for removal of dead or dying trees, for beautification or improvement and when the Forestry Department so recommends.

XI. Protection and Improvement of Air
Administered by: Board of Environmental Protection (DEP)
Statute: 38 M.R.S.A. 361, 581 - 605

Air quality regions have been established and the Legislature has enacted ambient air quality and emission standards for the five regions. The standards regulate visible emissions, particulate emissions, and sulfur dioxide emissions. All new sources of air pollution must make use of the "best practicable treatment" available for controlling emissions. Open burning is prohibited after July 1, 1975. Licenses may be required of all emission sources, and in the event of an emergency the Board may order immediate reduction or discontinuance of any emission. No one may discharge air contaminants in such a way as to violate air quality standards without obtaining a variance. Variances are available where there is no danger to human health and safety and where serious hardship is shown.

The Board may require registration of air contamination sources and may set up systems of monitoring and reporting.

XII. Subdivision of Land
Administered by: Local planning board or municipal reviewing authority (Supervised by Board of Environmental Protection (DEP), Attorney General.)
Statute: 12 M.R.S.A. 4801 - 4806.

In areas not served by public or private community sewers after January 1, 1972, 20,000 square feet is the minimum lot size and 100 foot frontage is required if the lot abuts a private road, lake, pond, river, stream or seashore. Undersized lots may be developed if the Board finds soils and sewage disposal methods satisfactory. Minimum road frontage may also be waived. Multiple housing or other intensive land use must have proportionately larger lots.

A subdivision is the division of a parcel of land into 3 or more lots within any 5 year period, whether accomplished by sale, lease, development, building or otherwise, except where accomplished by inheritances. These subdivisions must be approved by the local planning board or municipal reviewing authority as to conformity with the following criteria:

The proposed subdivision:
1. Will not result in undue water or air pollution;
2. Has sufficient water available;
3. Will not cause an unreasonable burden on an existing water supply if one is to be utilized;
4. Will not cause unreasonable soil erosion or reduction in the capacity of the land to hold water;
5. Will not cause unreasonable highway or public road congestion or unsafe conditions;
6. Will provide for adequate solid and sewage waste disposal;
7. Will not have undue adverse effect on the scenic or natural beauty of the area, aesthetics, historic sites or rare and irreplaceable natural areas;
8. Is in conformance with a local subdivision ordinance, and comprehensive plan, if any;
9. Is being developed by a subdivider who has adequate financial and technical capacity to meet the above standards;
10. If situated within 250 feet of any pond, lake, river, or tidal waters will not adversely affect the quality of the water or unreasonably affect the shoreline.

Sale of two lots from a larger plot comes within the statute. Plots of unapproved subdivisions may not be recorded; public utilities may not service any unapproved subdivision; nor may any land be sold or developed.

XIII. Comprehensive Planning and Zoning, Mandatory Shoreland Zoning
Administered by: Local Planning Board. (Supervised by Department of Environmental Protection, Maine Land Use Regulation Commission, State Planning Office.)
Statute: 30 M.R.S.A. 4961 - 4962
12 M.R.S.A. 4811-4814

Local zoning laws must be pursuant to and consistent with a comprehensive plan. The plan is loosely defined. It is a process as well as a document. It may include policy statements, standards, maps or data.

Zoning may follow strictly municipal guidelines. Zoning maps must be adopted as part of the zoning ordinance. Public utilities may be exempted from regulation but only by petition to the Public Utilities Commission. Zoning is merely advisory with respect to the state.

Any landowner or developer who petitions for rezoning must accompany that petition by a performance bond of twenty-five per cent of the estimated development cost. This bond is payable to the municipality if construction is not commenced within one year of the rezoning date.

Prior to July 1974 municipalities must adopt subdivision and zoning controls for areas within 250 feet of any navigable waters. The Maine Land Use Regulation Commission and the DEP will adopt ordinances for towns that fail to regulate those areas, according to the minimum guidelines established by LURC and DEP.

XIV. Sanitary Regulations
Administered by: Department of Health & Welfare
Local Plumbing Inspector
Statute: 22 M.R.S.A. 1
32 M.R.S.A. 3351, State Plumbing Code (Esp. Article ii)

The State Plumbing Code prescribes rules for water supply location plumbing work, percolation tests and methods of storm water disposal.

Public sewage systems must be used if available. Acceptable private sewage disposal methods include septic tanks and subsurface absorption trenches, disposal fields or any other treatment works considered acceptable by the Department.

If daily flow of sewage exceeds 2000 gallons a professional engineer must submit a detailed plan for Department approval. Where daily flowage is less a septic tank must be located no closer than ten feet from the property line, eight feet from buildings, 100 feet from high water mark, 60 feet from tidal waters, and 100 feet from well. Similar guidelines are set for disposal trenches.

No disposal fields are permitted where the maximum ground water is less than two feet from the trench bottom; or slope is greater than 12%. There are further requirements for disposal in man-made areas.

Every municipality must appoint one or more certified plumbing inspectors, certified by the Commissioner of Health and Welfare and under the jurisdiction of the municipal officers, not the local health officer. The inspectors are responsible for granting permits, collecting fees, inspecting all plumbing for which permits were granted, and keeping accurate records of their activities.

XV. Junkyards

Administered by: Municipal Officers, County Commissioners, Department of Transportation.

Statute: 30 M.R.S.A. 2451 - 2460

No automobile graveyard or junkyard may be operated without a permit from the municipal officers. Automobile graveyards include areas used to store three or more unserviceable motor vehicles. Yards must be screened if within six hundred feet of minor roadways or within one thousand feet of interstate and primary highways. No yard is permitted within three hundred feet and ordinary view of any public park, playground, public bathing beach, school, church or cemetery, and no auto junkyard may be placed within 100 feet of any highway.

Permit fees are $50 for yards more than 100 feet from any highway and $200 if within 100 feet of a highway.

Department of Transportation rules further govern location and screening. Where screening could be inadequate or not economically feasible the Department may acquire the yard by gift, purchase or condemnation.

Application for a permit is made to the municipal officers and the Department of Transportation.

XVI. Control of Nuisances

Administered by: Municipal Officers, Attorney General

Statute: 17 M.R.S.A. 2701

There are two kinds of nuisances. A public nuisance is a crime and punished as are other criminal activities. A public nuisance is any use for trade, employment or manufacture which by odor or other annoyances becomes injurious to the health, comfort, or property of individuals or the public, causing any unpleasant substance to collect to the injury of others, or corrupting or rendering unwholesome or impure the water of a river, stream or pond. The municipal officers, the county attorney or the Attorney General bring criminal charges against persons committing public nuisances.

In some situations where damages are unique to an individual, private action may be taken in the courts based on the public nuisance created.

Private nuisances are entirely different. Individuals may bring suit for harm that unreasonably interferes with the use and enjoyment of property. This may include excessive noise, odor, pollution or use of dangerous substances. Courts consider the practical possibility of reducing the harm, the nature of the neighborhood and the benefit to the community from continued injurious activity. Damages may be awarded to persons complaining or the activity may be halted.

XVII. Control of Pesticide Use

Administered by: Board of Pesticide Control

Statute: 22 M.R.S.A. 1451 - 1465

A Board of Pesticide Control regulates application of herbicides, insecticides, fungicides and other pesticides. The Board may control locations of application, chemical composition, purposes of application and sale. Applications within buildings, those within transportation devices and some Forestry Department uses are exempted.

The Board may exempt casual agricultural uses and arborist uses. A permit is necessary to apply the chemicals "to or in any river or stream or tributary thereof, or any great pond."

XVIII. Conservation Restrictions

Administered by: Court System

Statute: 33 M.R.S.A. 667-668

Landowners may wish to minimize taxes, protect land from unwise development or to preserve a natural area. In some situations a deed to a new owner might contain a condition that the land be preserved or no commercial development take place. In other situations the owner himself might donate or sell to another landowner or the government all rights he has to develop the land or alter the natural conditions. The landowner's objectives might be mere preservation, protection of remaining land that he owns or a property tax saving that accrues when the "highest and best use" is no longer intensive development.

These agreements may be called conservation restrictions, conservation easements, easements or conditions. Where landowners deed the right to develop the land they are called "development rights." Courts have not always readily enforced these agreements against subsequent owners of the land burdened by the agreement. They have sometimes required that the original landowner own land in the vicinity or that the agreement relate to some special interest in land.

This statute removes some of these overly strict and often illogical barriers to enforcement of the agreements but only if the recipient or holder of the agreement is the government. It does not apply to individuals or even conservation organizations, whose rights still depend upon the vagaries of the common law.

According to the Natural Resources Council the following agencies of government may receive conservation easements:

1. Municipal Government
2. Soil and Water Conservation Districts
3. Maine Soil and Water Conservation Commission
4. Maine State Park and Recreation Commission
5. Maine Historic Preservation Commission
6. Maine Department of Inland Fisheries and Game
7. Maine Forestry Department

8. Maine Department of Transportation
9. National Sport Fisheries and Wildlife Service
10. Acadia National Park
11. White Mountain National Forest

Private organizations interested in receiving conservation easements include the Maine Audubon Society, Portland and the Nature Conservancy, Manchester, Maine 04351. Other private groups that can assist include the Natural Resources Council, Augusta, and the Maine Coast Heritage Trust, Bar Harbor.

XIX. Farm and Open Sapce Current Use Tax Law
Administered by: Local Tax Assessor, State Tax Assessor in Unorganized Territory, Local Planning Board Municipal Officers, or Land Use Regulation Commission in Unorganized Territory.
Statute: 36 M.R.S.A. 585-593

Land area classified as farmland or open space is taxed at current use value rather than value for the highest and best use. An acre of land fronting on a public road might be used for farming and of small value to the owner. Under preexisting tax law it might be taxed as a house lot with a value of $500 to $2,000 with taxes of $10 to $80 per year. If the land qualified under this law it might be taxed as farmland with value at perhaps $40 per acre and taxes of only $.80 to $6.40 per year. Such low taxation might discourage the taxpayer from selling the lot for development and preserve the farm use.

Qualified farmland must be of at least ten contiguous acres from which farming produces at least $1,000 gross income per year for three of the last five years.

Open space land includes lands where preservation would conserve scenic resources or enhance public recreation opportunities and which are actually used for those purposes. Land actually used for game management or wildlife sanctuaries may also qualify.

The assessor qualifies farmland.

The planning board or LURC must approve the open space designation for compliance with any comprehensive plan for the area.

Once approved the assessor determines yearly whether the land use is still consistent with the tax statutes. In addition he must yearly assess farmland or open space at most intensive use value. If the use of the land is changed from farmland or open space to more intensive use the tax assessor may collect all back taxes due. He subtracts the taxes paid on the farmland or open space value from the taxes due on a "highest and best use" valuation. The assessor may reach back ten years for farmland and fifteen years for open space, collecting interest at eight percent on the amount due.

The law also authorizes municipalities to acquire scenic easements or development rights.

XX. Forest Land Taxation
Administered by: Local Tax Assessor, State Tax Assessor in Unorganized Territory.
Statute: 36 M.R.S.A. 571-594

Land areas classified as woodland or forest are taxed on the basis of annual wood production rate multiplied by the capitalized stumpage value rather than being taxed on the value for highest and best use. The assessor may not value forest land at value for second home use.

Owners of 500 acres or less apply to the assessor for this valuation. Forest land holdings exceeding 500 acres are automatically covered. Schedules of acreage, forest type and land use must be filed with the assessor.

When land use changes or land is voluntarily withdrawn from the assessment procedure a penalty is assessed for the five previous years. The assessor either subtracts the taxes paid from the taxes that would be due on a valuation at "fair market value" at the time of withdrawal plus legal interest *or* a percentage of the difference between the "fair market value" and the valuation as forest land whichever of the two methods produces the higher penalty.

If less than 10 acres of forest land is sold the parcel shall be considered withdrawn from taxation. Larger parcels are not affected by sale.

XXI. Coastal Islands
Administered by: Forestry Department
Statute: 33 M.R.S.A. 25

A Coastal Island Registry will be established by the Forestry Department, in ccordination with the State Planning Office. Any holder of title to an uninhabited coastal island must register ownership before December 31, 1974. Unregistered islands will become state holdings after that date. If the owner of an island has less than four residential structures on the island he must also register; but if there are four or more residences and they are on the tax rolls the owner need not register the island.

XXII. Recording of Land Use Controls
Administered by: Municipalities
Statute: 33 M.R.S.A. 662-A

Municipalities shall file a certified copy of any ordinance relating to land control in the registry of deeds in the county or registry district where the municipality is located. Any amendments shall likewise be filed.

AGENCIES ADMINISTERING THESE LAWS

- ATTORNEY GENERAL
  State House / Augusta, Maine 04330
  Telephone 289-3661
- BOARD OF ENVIRONMENTAL PROTECTION
  Department of Environmental Protection, Education Bldg. / Augusta, Maine 04330
  Telephone 289-2811
- BOARD OF PESTICIDES CONTROL
  Vickery-Hill Building / Augusta, Maine 04330
  Telephone 289-2215
- DEPARTMENT OF INLAND FISHERIES AND GAME
  State Office Building / Augusta, Maine 04330
  Telephone 289-3371
- DEPARTMENT OF HEALTH AND WELFARE
  Health and Welfare Building / Augusta, Maine
  Telephone 289-2736
- DEPARTMENT OF TRANSPORTATION
  State Office Building / Augusta, Maine 04330
  Telephone 289-2551
- FORESTRY DEPARTMENT
  State Office Building / Augusta, Maine 04330
  Telephone 289-2791
- LAND USE REGULATION COMMISSION
  35 Capitol Street / Augusta, Maine 04330
  Telephone 289-2631
- BUREAU OF TAXATION
  State Office Building / Augusta, Maine 04330
  Telephone 289-3851
- STATE PLANNING OFFICE
  189 State Street / Augusta, Maine 04330
  Telephone 289-3261

mpbn

MAINE PUBLIC BROADCASTING NETWORK

The LAND & Me

VIEWER GUIDE

INTRODUCTION

In the face of the ever increasing environmental complexities in the State of Maine, it is apparent that some effort must be made to clarify a process which will lead simultaneously to a healthy environment and a healthy economy. Maine Public Broadcasting Network's Environmental Project, "The Land and Me." deals with the most fundamental environmental issue in Maine, the process of land use.

Land use refers, quite simply, to how a particular tract of land is used or not used at a given time. The specific use of a tract of land deeply influences the social organism where the land is located. Conversely the social organism can, to a degree, influence how the land is to be used. The process of land use is then a dynamic one involving a by-play of many private and public agencies. The land use problem in Maine seems particularly appropriate and timely due to pending legislation and also to Maine's indigenous land character which is in sharp contrast to the sprawling BosWash industrial corridor. It is important to remember here that Maine did not participate fully in two significant events in the formation of the American character: the industrial revolution and the great depression. This makes the basic character of the Mainer somewhat different from the accepted norm of the BosWash corridor. The atypical nature of the Maine character increases the attractiveness of the state to outsiders while making economic life intrastate more difficult. This lack of equilibrium produces such questions as: "Will the State of Maine be doomed to serve as a giant recreational park serving the needs of the densely populated BosWash corridor?" Or, "Will the rich coastal tidelands and dense forests simply be absorbed willy-nilly into the industrial process of megalopolis?" Or, are there other viable alternatives, and if so what are they? Who will decide the future of Maine's land mass and indigenous character—ecologists? industry? government? the private citizen?

BACKGROUND

Hitherto, land use in Maine has been determined by vested private interests without the benefit of statewide planning. Of the approximately 20 million acres which comprise the state, 90% is privately owned, 2% is state owned and 8% is water surface. Almost half of the states land mass is classified as "wildland" and is controlled by 16 corporations and four families. About one-half of the state population lives on the fragile coastline, or, on 11% of the land mass. The population of the state in 1970 was 993,663 and has remained relatively stable for the last decade. This population increased fivefold in the recreational summer season 1971, an increase of 125% from 1960.[1] Projections show a visitor population of 20 million in 1980 as opposed to five million in 1971. The heaviest concentration of the itinerant population is on the southeastern coast, the mid-coast, the western lakes region and Baxter State Park. All but the western lakes region are serviced by an excellent highway system.

Currently there are 397,000 housing units in the state with an average of 3.1 persons per unit. The average population density is 10.1 persons per square mile.

In 1970 there were 384,000 persons employed in the state, an increase of 36,000 from 1960. Unemployment also increased from 27,500 in 1960 to 31,800 in 1971. Average annual income statewide is $6,000.00, with over 76% being derived from five industries—paper, lumber, food, leather and textiles.

Increased demand from out-of-state visitors has put real estate at a premium. Inflated property values in turn have raised real estate taxes considerably beyond the necessary increases for services. Drastic property tax increases have an adverse effect on ownership in a state where average income is below the national standard. Consequently, Maine is very vulnerable at the moment to the well capitalized developer wishing to make upwards of 15% of his investment within one year of purchase.

There are several ways in which the use of land can be controlled. Foremost on the list is the use of a statute which in some way restricts or proscribes how a piece of land is to be used. For example, the State Forest Department, under M.R.S.A. 519, prohibits clearcutting as a woods harvesting practice within one hundred feet of the right of way of a numbered highway. In effect, this statute protects the scenic beauty of highways in addition to leaving root structures intact so as to inhibit erosion. There are many laws like this one designed to protect the environment. (See Appendix A: Land Laws)

A second method of controlling the use of land is through ownership. In the unorganized portion of the state, for example, large timber companies own entire townships (23,000 acres). As long as they stay within the state and federal laws, the timber companies can dictate how their land is to be used. In most cases, the timberlands are used solely for timber production with occasional use for recreation.

A third way land use can be controlled is through an organization of people in a community. A lake association, for example, may restrict the use of motorboats on their lake, or they may act as a body to have a highway moved.

1. "Land Use: Maine at the Crossroads," *Facts & Issues*, League of Women Voters, Oct., 1972.

WHATEVER THE METHOD OF CONTROLLING LAND, IT INVOLVES A CAREFUL INTERACTION OF PEOPLE, THE ENVIRONMENT AND THE LAW. THIS IS THE PROCESS MPBN WILL EXPLORE IN ITS VIEWER ACTIVE SIMULATION.

WHAT IS A VIEWER ACTIVE SIMULATION?

A simulation is a model of an actual process. We are all familiar with the simulators used by the astronauts in which problems of flight are explored in a laboratory environment. The broadcasts serve as the laboratory in our environmental simulation game which is basically a dramatization of a real life process. "Characters" are created to present conflicting viewpoints and events are created in a condensed time frame. Thus, while an actual hearing might take 5 full days and involve 40 people, we simulate the event into a 30 minute segment and involve perhaps eight people.

Our purpose in the simulation is to create a model, like the astronauts' ship, in which viewers actually see and experience a dynamic process from all viewpoints and make a decision. Viewers then phone their decisions into the TV station and thus control the development of the process. Hence the term "Viewer-active" television.

HOW DO YOU PARTICIPATE IN "THE LAND AND ME."

In MPBN's simulation game the people of Maine decide on the future of a fictitious 5,000 acre tract of land. At the end of each of the first three hour-long programs, two choices will be presented to you. You must consider the various points of view presented in the program and then choose one of the alternatives. Then register your vote according to the voting instructions (see box below). If your vote is in the majority, the next program will reflect your choice.

Leaders Guides are available at no charge to viewers who would like to form a group to view and discuss the series.

Write or call the Maine Public Broadcasting Network—the address and telephone number are on the back page—to request the Leaders Guide.

Included in this guide is an evaluation form. You can be of help to us at MPBN by filling out the form and sending it to us.

THE PROGRAMS

The format of the series consists of five hour-long programs each of which will progressively present alternatives for the use of a simulated, but realistic piece of Maine land. At the conclusion of each program, you, the viewer, are asked to vote on the uses of the land and phone that vote in to the Maine Public Broadcasting Network via special toll-free telephone numbers. Thus, by voting, and expressing preferences after considering the issues, viewers will hopefully gain insight into the complexities and environmental implications of how Maine's lands are used and of the processes that determine these uses.

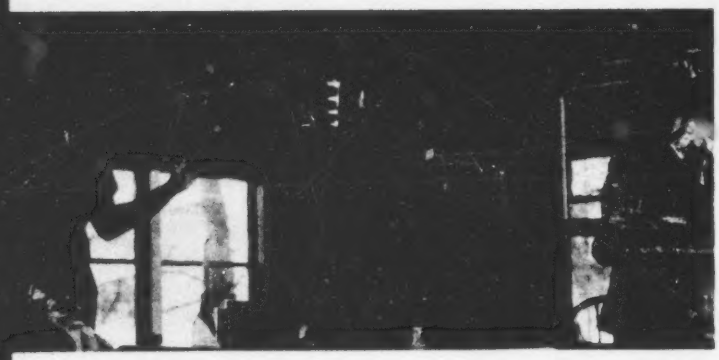
Program One—In the first program, you meet the McPherson family as, in 1973, they face a serious crisis. For many years, the McPhersons have leased the land where their camp is located (see map). The owner of the land is about to sell the 5,000 acres including the land where the McPherson's have their camp. You are asked to consider the McPherson's situation and vote on the best alternative for them **and** for the environment around them. Your vote at the end of this first program will decide who buys the land.

Program Two—In the second program you again participate as you watch the new owner make plans for the land. Naturally, these plans affect the McPhersons and their way of life. You are presented with the new owner's alternatives and you are again asked to vote on which plan you feel is best for the land and for the McPhersons.

Program Three—In our simulation game, a year has passed between the second and the third programs. You watch the new owner take the plan, which you, the viewers, have chosen, to the Land Use Regulation Commission for approval. You are asked to vote as you would if you were the Land Use Regulation Commission and approve one of two plans.

Program Four—In the fourth program, you see the results of the decisions you have made as we look at the McPhersons in their new situation in 1984. Included in this program is a panel discussion exploring real land use problems in Maine.

Program Five—Finally, in the fifth program, we see what life for the McPhersons might be if the other possible buyer had bought the land at the end of Program I. Again, the year is 1984. Also included in this program is an on-air panel discussion concerning real land use problems in Maine.



THE ISSUES

The principle issue explored in the programs is the relationship between man and land. This is a dynamic relationship—the land can affect man's behavior as much as the behavior can affect the land. The land may be able to support a building, but not a sewer system; in this case, the land dictates to man. On the other hand, a dump placed in a certain area by man will also dictate how the surrounding land is used.

Certain combinations of land and usage are mutually beneficial to the environment. Likewise certain uses are entirely incompatible—too many houses next to a lake might be profitable, but in the long run could ruin the lake. Understanding both the needs of men and the needs of the land is the only way to satisfy both. It is to that end that "The Land and Me." is being broadcast.

The issues of land ownership, zoning, environmental impact, community control, and the resulting lifestyle will be examined in the programs. The land laws in Appendix A are briefly described to help the viewer understand the complexity of the issue of land use in Maine. In Appendix B we list and describe the several agencies where viewers can write for further information on a specific problem. Appendix C is a bibliography included for further study. And finally, an evaluation page which we hope viewers will fill out and return.

ECO-ACRES is a board game designed to reveal the need for sound land use planning. It presents players with valid conflicting points of view and then challenges each of them to explore satisfactory alternative uses for land as they strive to build a community.

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ECO-ACRES Ga...
Maine Public Broadcasting Network
University of Maine
Alumni Hall
Orono, Maine 04473

Telephone 207/866-4493 Ext. 51

VOTING INSTRUCTIONS

7:30 PM
Evening Broadcast

At the conclusion of Program I (Oct. 2), II (Oct. 9) and III (Oct. 16), you, the people of Maine, will be asked to decide what will happen to the land. You cast your vote by means of a toll-free telephone call to MPBN's special phone poll. The numbers in your area are listed below.

Watch the program very carefully and decide how you wish to vote. *Listen, at the end of the program, for the telephone number that corresponds to the way you want to vote.* Dial the number. The phone will ring in at MPBN's special phone poll. You will hear the phone ring and then you will hear a "click," which will mean your vote is recorded. *HANG UP IMMEDIATELY AFTER YOU HEAR THE "CLICK."*

It is not necessary to speak to anyone because your vote is recorded by means of "click." IF YOU REACH A BUSY SIGNAL, DIAL AGAIN.

The Phone Numbers

In Bangor area	**947-6701**	**or**	**947-6523**
In Portland area	**775-6177**	**or**	**775-6391**
All other areas	**1-800-232-7873**	**or**	**1-800-232-7893**

For the 8:30 AM and 12:30 PM Broadcasts
And for Group or Classroom Votes

If you are a teacher or discussion leader, poll your class or group at the end of the broadcast. To register the votes, *on the day of the broadcast before 9:00 PM, call the special TOLL-FREE number below and give the speaker* the tally of your class or group. All school and group votes will be included in the totals which determine the direction of the programs.

1-800-432-7831

APPENDIX B

The following are some of the public state agencies involved in land use problems in Maine. Some of the agencies listed also have other functions. These agencies are funded with public money and work in the interest of the people of the State of Maine. If you have an opinion you wish to share on a particular aspect of the land use problem or if you seek specific information, we suggest you contact the appropriate state agency. Your local representative can be of assistance in steering you to the agency concerned. The specific statutes administered by these agencies are described under Land Laws, Appendix A.

State Tax Assessor
- Forest land taxation
- Farm and Open Space Current Use tax law

Department of Environmental Protection
- Great Ponds Act.
- Oil Discharge Prevention
- Protection and Improvement of Water
- Site Location Act
- Mining and Rehabilitation of Land
- Protection and Improvement of Air
- Supervision of Subdivision of Land
- Mandatory Shoreland Zoning

Department of Parks and Recreation
- Administers and acquires all state owned parks with the exception of Baxter State Park which is administered by the Baxter Park authority (Attorney General, Forest Commissioner and Commissioner of Inland Fisheries and Game.

Land Use Regulation Commission
Comprehensive Planning/Zoning and Land Use control in the unorganized territory. Otherwise, same as DEP in unorganized territories. Also Farm and Open Space current use tax law in unorganized territories.
Department of Forestry
Controls 400,000 acres in Public Lots.
Roadside Forest Practices
Inland Fish and Game Department
Waterways Protection
Department of Transportation
Outdoor Advertising
Junkyards
Department of Health and Welfare
Sanitary Regulations
State Plumbing Code
Court System
Conservation Restrictions
State Planning Office
Develops comprehensive planning and zoning; mandatory shoreland zoning in organized portion of state.

The following private organizations can provide specific information regarding the land use issue in Maine.

AUDUBON NATURALIST COUNCIL
Box 509
Brunswick, Maine 04011

COASTAL RESOURCES ACTION COMMITTEE
465 Congress Street, Room 507
Portland, Maine 04111

LEAGUE OF WOMEN VOTERS OF MAINE
P.O. Box 151
Orono, Maine 04473

NATURAL RESOURCES COUNCIL OF MAINE
20 Willow Street
Augusta, Maine 04330

THE NATURE CONSERVANCY – MAINE CHAPTER
Kittery Point
Maine 03905

SAM ELY LAND TRUST
Box 116
Brunswick, Maine 04011

THE SIERRA CLUB
P.O. Box 478
Bar Harbor, Maine 04609

STATE BIOLOGISTS' ASSOCIATION
Box 646
Sanford, Maine 04073

WOMEN'S LEGISLATIVE COUNCIL
25 Rumford Ave.
Rumford, Maine 04276

LANDGUARD TRUST, INC.
103 Exchange Street
Portland, Maine 04111

Many businesses and industries in Maine are concerned with the land use issue. The following is a representative list of such organizations.

GEORGIA PACIFIC CORPORATION
Woodland, Maine 04694

GREAT NORTHERN PAPER COMPANY
Millinocket, Maine 04462

OXFORD PAPER COMPANY
49 Congress Street
Rumford, Maine 04276

PAPER INDUSTRY INFORMATION OFFICE
133 State Street
Augusta, Maine 04330

SCOTT PAPER COMPANY
Winslow, Maine 04901

In addition to the above, your Local Planning Board or Conservation Commission and your Regional Planning Commission can supply you with information regarding a specific local land use problem. These agencies can be contacted through your town office.

APPENDIX C

Bibliography

The following is a *selected* list of books and articles dealing with the land use problem in the United States and in Maine in particular. The Regional Planning Commission in your area and your local Planning Board can be of great assistance in providing further reading materials.

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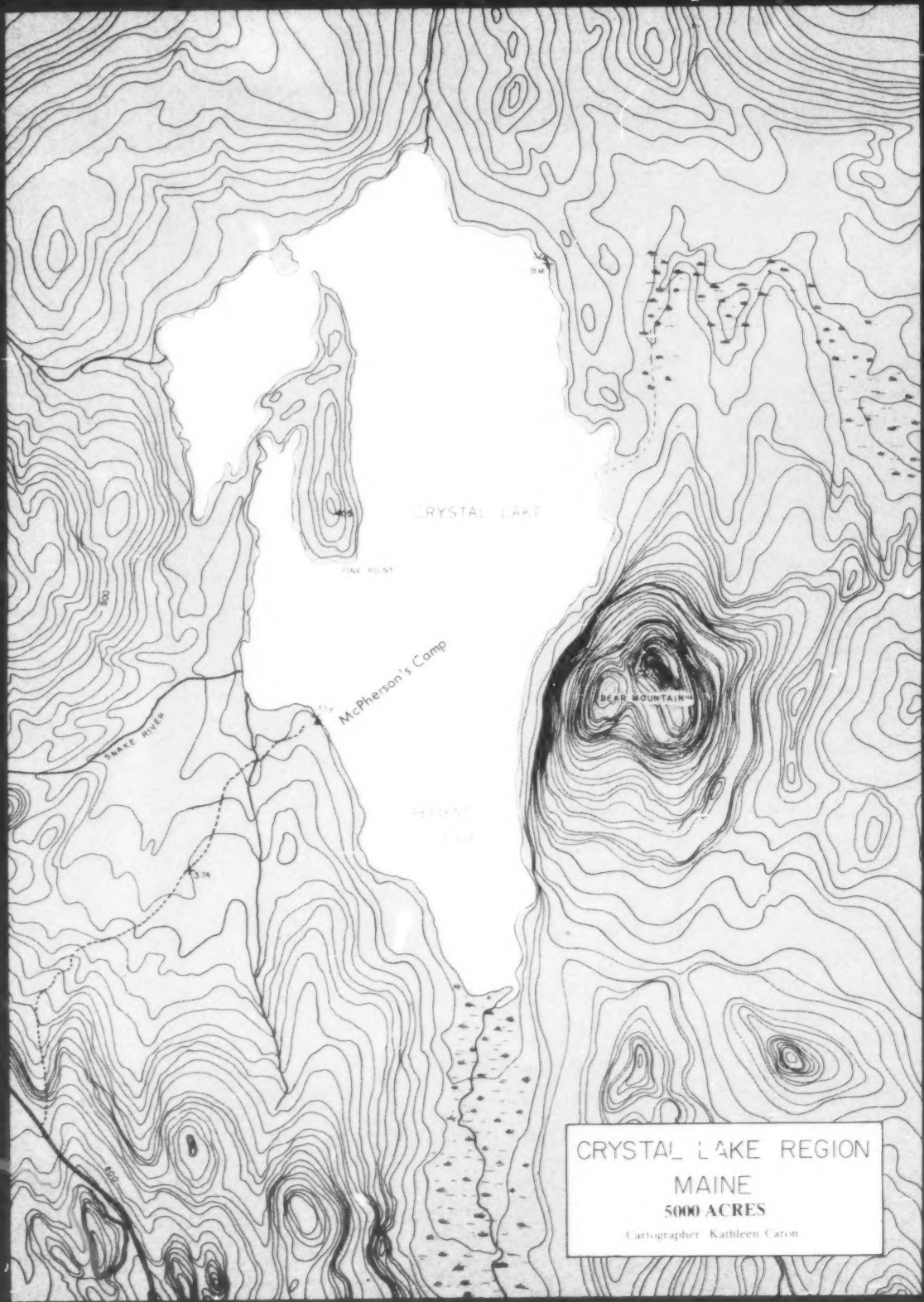
CRYSTAL LAKE
PINE POINT
McPherson's Camp
SNAKE RIVER
BEAR MOUNTAIN
CRYSTAL LAKE REGION
MAINE
5000 ACRES
Cartographer Kathleen Caron

Graphic Design: Vic Cormier

THE LAND AND ME
BROADCAST SCHEDULE

Channels	Day	Times	PROGRAMS I*	II	III	IV	V
Orono WMEB-TV (12)	Tues.	8:30a.m., 12:30p.m., 3:30p.m.	Oct. 2	Oct. 9	Oct. 16	Oct. 23	Oct. 30
Augusta WCBB-TV (10)	Tues.	8:30a.m., 12:30p.m., 3:30p.m.	Oct. 2	Oct. 9	Oct. 16	Oct. 23	Oct. 30
Presque Isle WMEM-TV (6)	Tues.	8:30a.m., 12:30p.m., 3:30p.m.	Oct. 2	Oct. 9	Oct. 16	Oct. 23	Oct. 30
Calais WMED-TV (3)	Tues.	8:30a.m., 12:30p.m., 3:30p.m.	Oct. 2	Oct. 9	Oct. 16	Oct. 23	Oct. 30

*To accommodate schools dismissed the previous week for potato harvest. Program I will be repeated only on WMEM-TV, Channel 10, Presque Isle and on WMED-TV, Channel 13, Calais on Tuesday, October 9 at 8:30 a.m. The 12:30 p.m. and 3:30 p.m. broadcasts on October 9 will be Program II.

The Land & Me.

To request materials or for further information contact:

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Alumni Hall
University of Maine
Orono, Maine 04473 Telephone: 207/866-4493 Ext. 51

Produced by:

Educational Services Division
Maine Public Broadcasting Network

Funded by:

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U.S. Office of Education: Environmental Education Act

mpbn

MAINE PUBLIC BROADCASTING NETWORK

The LAND & Me

LEADER GUIDE

LEADER GUIDE

Introduction

The five-program series, "The Land and Me.", is designed so viewers can participate in the decisionmaking process as a fictitious tract of land is being developed. To participate in decisions requires some background. Herewith is a series of suggestions for broadening the background of your group so each member can vote in an informed and intelligent manner. Some of the issues raised in the program are intentionally designed to create a high emotional response in the viewer, for land use can often be a highly emotional subject. Our hope is that you, as leader, can temper valid emotional responses with sound background material to yield a balanced viewpoint.

Program I

In the first program the question of ownership and control of the land arises. Should the land trust buy the land or should the developer buy it? This is the question the audience must vote on in Program I. Here are some suggestions for discussion prior to the program:

1) Discuss the ownership pattern in your community.
2) Discuss the advantages and disadvantages of public and private ownership—i.e., a park benefits the community emotionally, but takes land off the tax rolls and requires maintenance. Privately owned land is exclusive, that is, it is controlled by the owner, and yet it benefits the community only through taxation.
3) Raise the question: How does ownership of land affect the community as a whole?

Program II

This program raises the issue of planning for private and public interest. Basically strip housing along the lake is set against the concept of cluster housing. Economic factors are important here. The following are discussion questions that relate to Program II.

1) What are the costs of strip housing versus cluster housing?
2) How does each affect transportation systems?
3) How does each affect community functions—schools, government and the general living process?
4) Cite examples of each in your community.
5) What factors dictate housing patterns—
   a. soil types
   b. existing facilities—water, sewer, transportation
   c. existing industry or resource

Invite your town manager or members of your conservation commission or local planning board to discuss some of the above items.

The ECO-ACRES game focuses on planning and some of the issues in Program II. It is helpful if the group plays the ECO-ACRES game either before or after Program II.

Program III

This program focuses on the legal aspects of settlement and land use.

1) Viewers should be made familiar with state land laws (Appendix A) and also with local zoning ordinances, if any.
2) Members of the local planning board could discuss the regulation aspect of land use with your group.
3) Be sure the group understands the function of the Land Use Regulation Commission before this program. (See Appendix B)

Programs IV & V — 1984

These programs emphasize the resolution of decisions made in Programs I, II, and III.

1) At conclusion, discuss other possible solutions not covered in the programs.
2) Again, playing ECO-ACRES at this point could be informative.
3) Compare and contrast the 1984 programs for net gains and losses for the McPherson family— the social, economic, environmental and family contexts are all altered by events between 1973 and 1984.
4) What will your town be like in 1984?
5) Will you still be there?
6) What can you do now in your community to be sure of a healthy environment and economy?

In Appendix B to the Viewer Guide, there is a list of agencies which you can contact for further information.

FINALLY — BE SURE YOUR GROUP IS AWARE OF THE PROCESS OF LAND USE — THAT DECISIONS MADE IN 1973 WILL AFFECT LIFE IN 1984. MAKE THEM AWARE OF THE NEED FOR INTELLIGENT PLANNING.

Be sure members of your group fill out the evaluation forms and return them.

We would like to know what you thought of "The Land and Me." and in what ways it was useful to your group. What suggestions do you have for future environmental or simulation series?

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And for Group or Classroom Votes

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THE ECO-ACRES GAME

ECO-ACRES is a board game designed to help players understand the need for sound land use planning. There is only a finite amount of land available to us, and yet there are an infinite number of uses for the land. Each use of the land—industrial, recreational, residential—contributes to the character of a community. In Maine, for example, there are one-mill towns and there are residential towns. Each has a different character. Within these communities we all want good jobs which means industrial use of the land, yet we all want clean unspoiled rivers, lakes and forests. How can we arrange a community in order to have good jobs, good homes and, at the same time, have a clean healthy environment? That is the challenge to the players of ECO-ACRES.

SETTING UP THE GAME (5-15 PLAYERS)

1) The plat (game board) is put on a suitable playing surface.
2) An odd number of players is needed for play.
3) Players elect a dealer who also serves as town manager.
4) The dealer deals out the following pieces to the players in a clockwise manner.
   A. waterways (dark blue) (1 to a player)
   B. roads (grey)
   C. institutional items (white)
   D. services and commerce (yellow)
   E. dwellings (blue)
   F. industry (light blue)
5) Each player draws **one** affiliation card (green). He must play in the interest of that card throughout the game. He should not reveal the message on the card until the end of the game.
6) The object of the game is to create an ideal community. There are no winners or losers in this game. Players must cooperate to create the ideal community through the town meeting.

PROCEDURE

The player to the left of the dealer places a waterway in a suitable area on the plat. If there is no objection from the other players, then the next player places a waterway on the plat. If a member of the community objects to the placement of the waterway, he would call "TOWN MEETING." The player who calls "TOWN MEETING" must propose AN ALTERNATIVE location for the waterway or else he must propose that the waterway be eliminated from the game. Debate then begins on the proposal. In town meeting, the dealer acts as town manager or mediator. If the person calling the town meeting does not propose an alternative, then the dealer can rule him out of order. Once debate on the proposal has been heard, the dealer (town manager) calls for a vote. If the proposal is voted up, the proposal is a rule. If the proposal is voted down, then the waterway can stay or another player can call town meeting with another proposal. This proposal is then debated in town meeting and voted on. Each proposal must be adopted or rejected in town meeting.

The next player then puts a waterway down on the plat and either a town meeting is called or else the piece can stay where it is. This procedure is followed with every piece as it is put down. The order for pieces are as they were dealt :

A. waterways (dark blue) (1 to a player)
B. roads (grey)
C. institutional items (white)
D. services and commerce (yellow)
E. dwellings (blue)
F. industry (light blue)

The game ends when all the pieces have either been put on the plat or else been voted out through the town meeting. When all the pieces are on the plat, each player reveals his affiliation and discusses whether he was able to achieve the goals on the card **and** also satisfy the needs of the community.

SUGGESTIONS FOR TOWN MEETINGS

1) The board can either be zoned residential/-commercial/industrial early in the game or else players can elect not to zone their community. The game plays more quickly if the town is zoned early in the game after the waterways are in place.
2) Interest is heightened when an area is designated as a walkway, with no motorized vehicles allowed save for emergency purposes (ambulance, fire, etc.)
3) Interest is also created when an area is designated as "open space". Open space areas can be used for recreational purposes, but no permanent structures can be established in the open space area.
4) Cluster housing often creates an interesting settlement pattern.